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THE NATIONAL NEWSPAPER OF MARKETING

No 'Capricious Interference' with Consumer . . .

Beefing Public Part of Economy Won't Cut into Private Sector—Now: Heller

Kennedy Adviser Tells AA That Below-Potential Economy Lets Both Grow

MINNEAPOLIS, Dec. 29—President-elect Kennedy's new chairman of the Council of Economic Advisers sees no need for curtailment of the private sector of the economy to beef up the public sector—at least for the present.

"We're in a position where both [sectors] can expand without, in effect, expanding at the expense of the other," said Prof. Walter W. Heller, who currently heads the economics department at the University of Minnesota.

"With our economy operating at $25 billion to $40 billion below its potential, we can proceed on quite a number of points," he said.

"But if we feel at some point that our rate of growth in needed areas is inadequate, we may have to give up some consumption for investment."

Prof. Heller emphasized that "in a broad sense, it is important to preserve the amenities." As an example, he said that if golf courses have to make way for apartment buildings, and if fresh water for swimming and recreation is pol-

(Continued on Page 56)

Jersey Standard Assigns Ex-Ogilvy Account to NL&B

NEW YORK, Dec. 28—Standard Oil Co. (New Jersey) has named Needham, Louis & Brorby to handle the portion of its institutional advertising account resigned last June by Ogilvy, Benson & Mather, and has given the Chicago-based agency "carte blanche" in developing a campaign for 1961.

Appointment of Needham, Louis, which handles advertising for a

(Continued on Page 54)

$33,000,000 Shift in Chrysler Billing Tops '60 Switches

Ten Biggest Switchers Moved $95,000,000 in Billings to New Agencies

Agency changes table on Page 26.

CHICAGO, Dec. 29—The behemoth among advertisers switching agencies in 1960 was Chrysler Corp. with a towering $33,000,000 in billings lumbering out of and into various shops during the year.

With the major part of Chrysler's total moving out of Grant Advertising Agency into Batten, Barton, Durstine & Osborn, Chrysler overshadowed all other restive advertising giants, including Shell Oil Co. with its imposing switch of $12,500,000 in billings from J. Walter Thompson to Ogilvy, Benson & Mather, and Pepsi-Cola Co., which rumbled out of Kenyon & Eckhardt and into BBDO with

(Continued on Page 56)

Late News Flashes on Page 53

'Independent-Minded' Get Nod over Crusaders . . .

What to Expect in New Regime in Washington

New Appointments Put Accent on Managerial Skill, Not Politics

By Stanley E. Cohen

WASHINGTON, Dec. 29—1961 opens here on a note of suspense as business men and government employes hunt for signs of what to expect in the new administration.

A year ago investigators were at the peak of the soul searching that followed the tv quiz scandals. In contrast to the emotional climate that prevailed 12 months ago, this is a period of calm, uneasy waiting.

During the campaign, the Democrats emphasized their intention of providing a "pro-consumer" government. In the coming weeks they'll be showing their true colors by the kind of people they put into key jobs.

- If the cabinet and sub-cabinet appointments are a reliable index of what's ahead, policymaking in the executive branch seems to be lodged in a group characterized more by managerial skill than

(Continued on Page 50)

Robinson Agency Splits with Grant

LOS ANGELES, Dec. 29—The merger of Grant Advertising and Robinson, Fenwick & Haynes, Los Angeles, which was announced July 8, 1960, has been dissolved by mutual agreement, as of Jan. 1.

A joint announcement by Will C. Grant, chairman of the board of Grant, and Elwood Robinson, president of Robinson, Fenwick, said that the decision was made "because of the conflict of interests between Robinson, Fenwick &

(Continued on Page 12)

They Made Advertising News in 1960

(See 'Highlights of the Year' on Page 3)

CYRIL F. MARTINEAU—*Shell announced an agency fee arrangement, and placed unusual responsibility on the agency.*

E. K. HARTENBOWER—*The tv code board was increasingly effective.*

HOWARD MORGENS—*A reasoned answer to advertising's critics, and the advertising coup of the year with Crest.*

FRED FORD—*A new and vigorous Federal Communications Commission.*

CHARLES H. BROWER—*A notable new business year, and a decision to go into international.*

HERBERT MAYES—*The magazine success story of 1960.*

PETER ALLPORT—*A new head for Assn. of National Advertisers.*

D. MEAD JOHNSON—*Metrecal was the product of the year.*

HERBERT W. MOLONEY—*The newspaper business swung to discounts.*

GOV. EDMUND (PAT) BROWN—*The politicians gave advertising a beating.*

ADVERTISING REVIEW: Despite Critics, Crackdowns,

By John Crichton

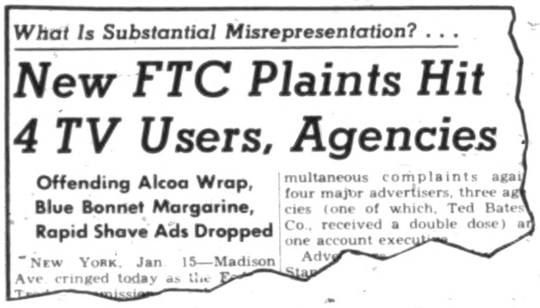
NEW YORK, Dec. 30—The year 1960 began in a mood of confidence and ended in confusion and concern.

In the first quarter of the year, alliteration was in vogue—there was much talk of the Soaring '60s and the Sizzling '60s. At the end of the year, there were more than 4,000,000 unemployed, a new administration slated to take over in Washington and disquiet about the kind of year 1961 would be.

Strangely enough, it was a short-term uneasiness. Most marketing men were disposed to agree with the roseate forecasts for the end of the decade. And so it was, ironically, that most advertising men could face 1970 with optimism—if only they could get by 1961.

■ It was a year of marked change in marketing patterns, and they came in clusters:

• It was a year of marked increase in government supervision and intervention in marketing. The Federal Trade Commission had become increasingly active in the fall of 1959; throughout the first half of 1960 it continued to issue citations and complaints against major advertisers, and—to date—with marked success.


What Is Substantial Misrepresentation? . . .

New FTC Plaints Hit 4 TV Users, Agencies

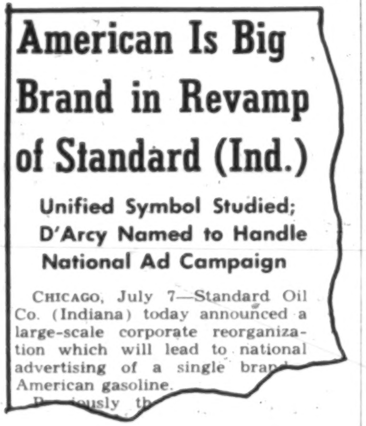
Offending Alcoa Wrap, Blue Bonnet Margarine, Rapid Shave Ads Dropped

NEW YORK, Jan. 15—Madison Ave. cringed today as the

multaneous complaints agai four major advertisers, three ag cies (one of which, Ted Bates Co., received a double dose) a one account execu

• Self regulation became a key part of industry discussion, and the NAB television code board made history by its determined efforts to clean up commercial copy and film programs. Three areas singled out for special attention: Movie trailers, undergarment commercials and post-1948 motion pictures.

• After establishing a regional pattern of marketing in the years following the dissolution of the Standard Oil trust, the oil business suddenly began a shift to a national marketing competition, as Standard of New Jersey became part of Humble and began to spread under the Humble or Enco brand, and Standard of Indiana prepared to go national as American.

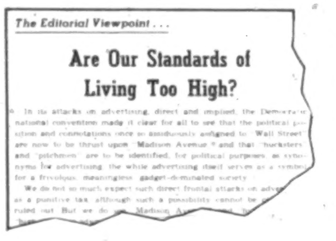

American Is Big Brand in Revamp of Standard (Ind.)

Unified Symbol Studied; D'Arcy Named to Handle National Ad Campaign

CHICAGO, July 7—Standard Oil Co. (Indiana) today announced a large-scale corporate reorganization which will lead to national advertising of a single bran American gasoline.

• It was a year of severe introspection and criticism. Most of it came from advertising men, engaged in that time-tested oratorical practice of criticizing the business and defending it from its critics outside advertising. Those critics were more numerous than usual, and came from politics (Gov. Pat Brown of California, Sen. Frank Church of Idaho and Gov. William G. Stratton of Illinois), from the campus (Arthur M. Schlesinger Jr. and J. K. Galbraith, both of Harvard), and from writers and artists (Vance Packard, Robert Osborn).

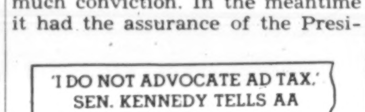
What distinguished the criticism of advertising in 1960 from that of previous years was that it was less a criticism of advertising per se than a criticism of the American economy, its abundance, its lavishness, its wastefulness, and its sense of values. On the whole it might be said that most of the criticism came from the Democrats, including some who had reason to know better, like Chester Bowles. Since the Democrats won the election, the advertising business could wait and see how much was oratory and how much conviction. In the meantime it had the assurance of the President-elect, Sen. John F. Kennedy, that he had no intention of asking for a tax on advertising.


The Editorial Viewpoint . . .

Are Our Standards of Living Too High?

In its attacks on advertising, direct and implied, the Democratic national convention made it clear for all to see that the political position and connotations once so assiduously assigned to "Wall Street" are now to be thrust upon "Madison Avenue," and that "hucksters" and "pitchmen" are to be identified, for political purposes, as synonyms for advertising, the while advertising itself serves as a symbol for a frivolous, meaningless, gadget-dominated society.

We do not so much expect such direct frontal attacks on advertising as a punitive tax, although such a possibility cannot be ruled out. But we do

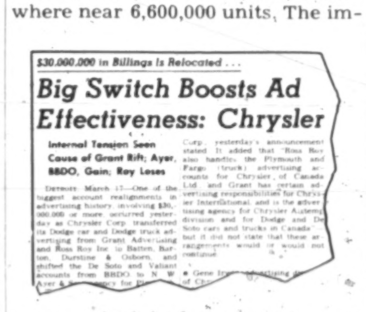

'I DO NOT ADVOCATE AD TAX.' SEN. KENNEDY TELLS AA

WASHINGTON, Aug. 25—"I do not advocate a tax on advertising."

With those unequivocal words, Presidential candidate John F. Kennedy this week laid to rest reports that he has embraced a tax-advertising philosophy.

• This fascination with the "image" of advertising changed the routine of the year for most advertising associations. The Advertising Federation of America was going to organize vigilance committees; the American Assn. of Advertising Agencies engaged the services of a public relations company, Hill & Knowlton; and the ANA proposed to hire a director of information, and to embark on the collection of information to buttress advertising's case—to build a rationale for advertising.

• It was a year of unprecedented choice for automobile buyers, who had the standard makes, the new compacts, the "old" compacts and the imports to choose from. Despite periodic moans from Detroit, the result seemed to be the second best automobile year on record, somewhere near 6,600,000 units. The imports—which had grown to account for more than 10% of the market—took a pasting, except for Volkswagen and Mercedes. There were several signs of retreat from the market: the captives (Opel, Simca, Vauxhall, et al.) were shorn of promotion. Several automotive accounts changed hands, including a shift of Chrysler brands. It was a bad year for Chrysler: Its new president, William C. Newberg, resigned in an investigation into supplier ownership, as did Jack Minor, marketing director of the Plymouth-De Soto-Valiant division, and the De Soto was canceled.


$30,000,000 in Billings Is Relocated . . .

Big Switch Boosts Ad Effectiveness: Chrysler

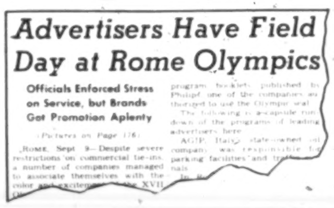
Internal Tension Seen Cause of Grant Rift; Ayer, BBDO, Gain; Roy Loses

DETROIT, March 17—One of the biggest account realignments in advertising history, involving $30,000,000 or more, occurred yesterday as Chrysler Corp. transferred its Dodge car and Dodge truck advertising from Grant Advertising and Ross Roy Inc. to Batten, Barton, Durstine & Osborn, and shifted the De Soto and Valiant accounts from BBDO to N. W. Ayer &

Corp. yesterday's announcement stated. It added that Ross Roy also handles the Plymouth and Fargo (truck) advertising accounts for Chrysler of Canada Ltd. and Grant has certain advertising responsibilities for Chrysler International, and is the advertising agency for Chrysler Airtemp division and for Dodge and De Soto cars and trucks in Canada but it did not state that these arrangements would or would not continue.

• It was a year of renascence in the newspaper business. The news of the year was the swing to discounts and to groups which encourage discount selling. The joint task force of the Bureau and the American Assn. of Newspaper Representatives was making a series of calls on advertisers, offering specific recommendations for newspaper use, with evidently good results. The decision of Shell Oil to concentrate in newspapers was encouraging to newspaper men. Yet there were fewer newspapers in Pittsburgh, Cleveland and Detroit at year-end.

• The television industry fought a masterful action in Washington, and was able to claim truthfully that most of the legislative changes were in its interest. In getting the onerous 315 section voided for the 1960 campaign, the industry made possible the Kennedy-Nixon debates, and made history. It also provided exciting coverage of the conventions and the campaign (and also of the Olympics).


Advertisers Have Field Day at Rome Olympics

Officials Enforced Stress on Service, but Brands Got Promotion Aplenty

(Pictures on Page 176)

ROME, Sept. 9—Despite severe restrictions on commercial tie-ins, a number of companies managed to associate themselves with the color and excitement of the XVII

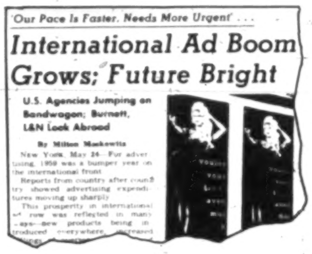
program booklets published by Philips, one of the companies authorized to use the Olympic seal.

The following is a capsule rundown of the programs of leading advertisers here:

AGIP, Italy's state-owned oil company, was responsible for parking facilities and traffic signals.

But the critics of television were still hard at it: They ranged from agency men like J. P. Cunningham, of Cunningham & Walsh, who thought that networks and stations should exercise complete editorial control, but that the whole question of sponsorship should be studied over a two-year period, and that meantime a national system of educational tv should be launched; to agency man Walter Guild, who said tv had become "the garbage pail of the entertainment world"; to *New Yorker* sage E. B. White, who thought television would be better if the ads had to appear on a separate screen, and compete with the editorial material, as in a magazine.

• Meantime, more of American business continued to investigate and invest in overseas markets (U.S. investment in Europe trebled between 1950 and 1960). The steady trend to international marketing was equally evident in the agency business—among the agencies acquiring new interests outside the country were Ted Bates & Co.; Batten, Barton, Durstine & Osborn and Norman, Craig & Kummel. Among those shopping were Leo Burnett Co., Kenyon & Eckhardt and Doyle Dane Bernbach.


'Our Pace Is Faster, Needs More Urgent' . . .

International Ad Boom Grows; Future Bright

U.S. Agencies Jumping on Bandwagon; Burnett, L&N Look Abroad

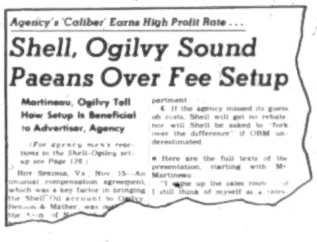
By Milton Moskowitz

NEW YORK, May 24—For advertising, 1959 was a bumper year on the international front.

Reports from country after country showed advertising expenditures moving up sharply.

• It was a year of pressure on rate structures. N. W. Ayer & Son complained about the fluidity of broadcast rates; McCann-Erickson lost most of Lehn & Fink after a special representative, Steve Pliss, was able to get rates carved substantially. Newspapers were pressed for new discounts by R. J. Reynolds Tobacco Co., Brown & Williamson and Shell Oil.

• The hot story at year-end was Shell Oil, and its fee compensation arrangement with Ogilvy, Benson & Mather. Shell had broken with tradition in several respects, including an arrangement which staffed the agency heavily, while Shell reduced its advertising personnel. The joint presentation of the new compensation plan to the ANA (whose members are constantly interested in changes in the traditional commission system) was historic.


Agency's 'Caliber' Earns High Profit Rate . . .

Shell, Ogilvy Sound Paeans Over Fee Setup

Martineau, Ogilvy Tell How Setup Is Beneficial to Advertiser, Agency

(For agency men's reactions to the Shell-Ogilvy setup see Page 126.)

HOT SPRINGS, Va., Nov. 15—An unusual compensation agreement, which was a key factor in bringing the Shell Oil account to Ogilvy, Benson & Mather, was

partment.

4. If the agency missed its guess on costs, Shell will get no rebate, nor will Shell be asked to "fork over the difference" if OBM underestimated.

• Here are the full texts of the presentation, starting with Mr. Martineau:

"I came up the sales route and I still think of myself as a sales

• It was a year of the unusual: Texaco offered viewers a chance to write their own commercials; Armco Steel Corp. tried the patience of agencies with an anonymous questionnaire (the account wound up with Marsteller, Rickard, Gebhardt & Reed); FDA seized B. T. Babbitt's Honeygar, a compound of honey and vinegar praised by a maverick best seller, Dr. D. C. Jarvis' "Folk Medicine"; the city of Montgomery, Ala., sued the *New York Times* for libel, seeking $500,000 in damages for an advertisement to raise funds for the Rev. Martin Luther King; and a Hartford judge reprimanded a firm of lawyers for sending out 9,250 Christmas cards—he said they were "huckstering."

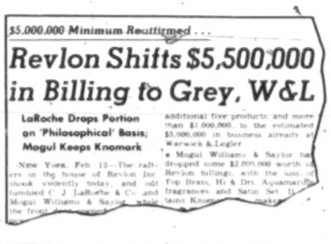
■ Here are some of the things that happened in the advertising business in 1960:

Advertisers

S. A. Skillman, general sales manager of Studebaker-Packard, predicted a $26 billion sales year for autos in 1970 . . . International Swimming Pools went bankrupt . . . The Army reappointed Dancer-Fitzgerald-Sample . . . Benrus and Bulova came back to magazines . . . Jersey Standard merged into Humble, along with Carter Oil, Oklahoma and Pate . . . Luxury jewelers in New York ran ads disclaiming a columnist's story about a couple getting some touched-up jewelry . . .

■ Ford used an hour-long spectacular—"La Hora Estelar"—in seven South and Central American countries on television . . . The ethical drug business boomed, despite the Kefauver investigation . . . Pall Mall passed Camel as leading non-filter cigaret . . . The tobacco business was stuck with the high-filtration cigarets, and with an FTC accord were unable to explain their advantages, and the brands declined in sales . . .

Shell Petroleum was the top advertiser in international media . . . Revlon moved its account (this is news?) from C. J. LaRoche and Mogul Williams & Saylor to Grey Advertising . . . Kelvinator announced a switch from annual models; Frigidaire said annual models were basic to its marketing . . . Latin American advertisers were plagued with problems involving the commission system and shifty rates, our man in Caracas at the IAA convention reported . . .


$5,000,000 Minimum Reaffirmed . . .

Revlon Shifts $5,500,000 in Billing to Grey, W&L

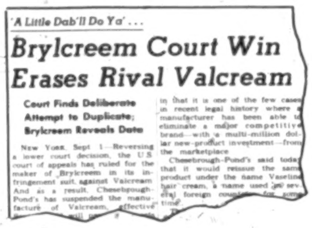
LaRoche Drops Portion on 'Philosophical' Basis; Mogul Keeps Knomark

NEW YORK, Feb. 12—The rafters in the house of Revlon Inc. shook violently today, and out tumbled C. J. LaRoche & Co. and Mogul Williams & Saylor, while the front

additional five products, and more than $1,000,000, to the estimated $5,000,000 in business already at Warwick & Legler.

• Mogul Williams & Saylor had dropped some $2,000,000 worth of Revlon billings, with the loss of Top Brass, Hi & Dri, Aquamarine fragrances and Satin Set. It retains Knomark

General Foods dropped its Gourmet line, with chairman Charles F. Mortimer explaining that gourmet foods didn't represent a sufficient volume yet to permit the turnover grocery stores expect . . . The Watchmakers of Switzerland (and its original agency, Foote, Cone & Belding) signed a Justice consent decree . . . Chrysler consolidated its advertising in BBDO and N. W. Ayer & Son, with Grant Advertising and Ross Roy losing . . . Martin Revson sued Charles Revlon for $600,000, the suit was settled out of court . . . Elmer Bobst of Warner-Lambert paid $40,000 for a special 16-page section in the *New York Times* on behalf of the American Cancer Society . . .


'A Little Dab'll Do Ya' . . .

Brylcreem Court Win Erases Rival Valcream

Court Finds Deliberate Attempt to Duplicate; Brylcreem Reveals Data

NEW YORK, Sept. 1—Reversing a lower court decision, the U.S. court of appeals has ruled for the maker of Brylcreem in its infringement suit against Valcream. And as a result, Chesebrough-Pond's has suspended the manufacture of Valcream, effective

in that it is one of the few cases in recent legal history where a manufacturer has been able to eliminate a major competitive brand—with a multi-million dollar new-product investment—from the marketplace.

Chesebrough-Pond's said today that it would reissue the same product under the name Vaseline hair cream, a name used in several foreign countries for some time.

Brylcreem won a court victory over Valcream . . . Ford used Flora, Ill., for a marketing test . . . The physician was everybody's No. 1 target, with new publications and a new network and two companies (Cortez F. Enloe and Johnson & Lannan) suing each other over Mediphone, a 24-hour service by which a doctor could get information on the properties of a drug . . .

■ Texaco built its own radio network . . . Kentucky Kings, with an all-tobacco filter, bowed . . . So did Brand X, a new cigaret in New York for people who like joking and smoking at the same time . . . General Electric's apparatus division moved out of Basford, picked George R. Nelson Inc. . . . Seagram shuffled its brands, gave $4,000,000 to Compton . . . Humble Oil was testing Enco in the Northwest . . . James Peckham of Nielsen figured that of 41 brand leaders in toiletries in 1951, 24 have lost share of market, and nine of the 24 lost more than 50% of their market . . .

Procter & Gamble was ordered to dispose of Clorox . . . Brown & Williamson set its 1960 expenditures in advertising at $32,000,000 . . . Hazel Bishop filed an SEC statement showing a sales slide from $12,000,000 in 1954 to less than $9,000,000 in 1959, despite $30,000,000 in network tv in last decade . . . Max Enelow retired as ad director of Philco, after 32 years . . . Edward H. Little stepped down as chief executive officer of Colgate . . . Helena Rubenstein launched a new acne cosmetic line . . . Collins Radio ran the largest (nine color pages) ad in *Newsweek's* history . . . and Anheuser-Busch got an injunction stopping Freewax Corp. from advertising, "Where There's Life, There's Bugs" . . .

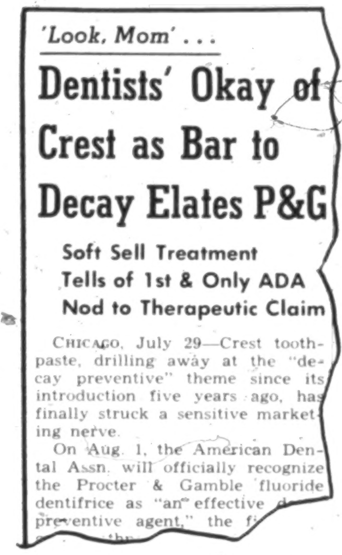
■ Lehn & Fink acquired Noreen hair rinses . . . Jones & Lamson pruned its media list, aiming at achieving dominance . . . Admiral Corp. combated the Nipponese invasion (the growing threat of foreign marketers in the U.S. was a continuing story) with a $9.95 radio . . . GE entered the booming air purifier field . . . Paul Lazarus, of Columbia Pictures, complained about the "inequitable" amusement

Advertising Is Off Pad, Orbiting in Sizzling '60s

advertising rates in newspapers, threatened to pull ads from the medium . . .

The Census Bureau listed the top 50 cities, focusing attention on Houston (up from 14th to 6th place) and Phoenix (from 98th to 29th) . . . The New York Stock Exchange okayed a $950,000 fall campaign, including a 16-page color insert in *Reader's Digest* . . .

General Foods announced it spent nearly $110,000,000 in advertising in the fiscal year just ended . . . Sylvania dropped its pioneering tv awards . . . George Abrams left Hudnut . . . Man-Tan filed a patent suit against 20 competitors . . . Per capita beer consumption rose to 15.3 gals. in 1959, reversing an 11-year trend . . . The top 100 advertisers spent $2.5 billion in advertising, AA found in its annual survey . . . Procter & Gamble reaped the windfall of the year, in the American Dental Assn.'s endorsement of Crest, and an AA survey of dentists showed most approved ADA's action, planned to recommend Crest to patients . . .



'Look, Mom' . . .

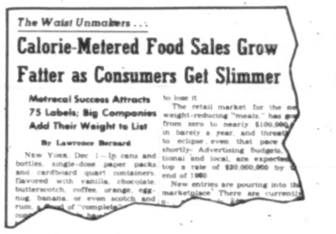
Dentists' Okay of Crest as Bar to Decay Elates P&G

Soft Sell Treatment Tells of 1st & Only ADA Nod to Therapeutic Claim

CHICAGO, July 29—Crest toothpaste, drilling away at the "decay preventive" theme since its introduction five years ago, has finally struck a sensitive marketing nerve.

On Aug. 1, the American Dental Assn. will officially recognize the Procter & Gamble fluoride dentifrice as "an effective preventive agent," the

■ Congress approved legislation making co-op funds tax deductible . . . An FDA survey of food and candy packages turned up weight shortages in 39% of cases . . . The auto industry started an annual auto show in Detroit, and GM revived the Motorama, as dazzling as ever . . . Philip Morris launched the "vacuum-clean" Commander . . . McCulloch Corp.'s marine products division killed a $250,000 co-op program . . . Mead Johnson started its big drive for Metrecal, the leader in what promised to be a $100,000,000 weight reducer field . . . Du Pont was beginning a six-year study of 12 industrial products to determine the effects of industrial advertising . . . Peter Allport became president of ANA . . . The Shell-Ogilvy, Benson & Mather fee compensation deal became a minor sensation of the advertising business . . .



The Waist Unmakers . . .

Calorie-Metered Food Sales Grow Fatter as Consumers Get Slimmer

Metrecal Success Attracts 75 Labels; Big Companies Add Their Weight to List

By Lawrence Bernard

NEW YORK, Dec. 1—In cans and bottles, single-dose paper packs and cardboard quart containers, flavored with vanilla, chocolate, butterscotch, coffee, orange, eggnog, banana, or even scotch and rum, a flood of "complete"

to lose it.

The retail market for the ne weight-reducing "meals," has gr from zero to nearly $100,000, in barely a year, and threat to eclipse, even that pace shortly. Advertising budgets, tional and local, are expecte top a rate of $20,000,000 by end of 1960.

New entries are pouring into th marketplace. There are currentl

Sears, Roebuck and Cunningham & Walsh terminated their relationship, since Sears' expenditures had dropped from $2,250,000 in 1957 to a point where it wasn't profitable for C&W; meantime, Sears' local expenditures hit $69,500,000 in 1959 . . . Coca-Cola Co., long the classic example of a one-product, one-price, one-package marketer, merged with Minute Maid Corp., and set up a new division—Fanta Beverage Co.—to market a new line of fruit flavored drinks . . .

■ Gillette dealt away part of World's Series sponsorship, after having been the sole sponsor for years, with GM moving in . . . Abbott Laboratories dropped *Life* and *MD* from media lists, *Life* because of a seven-page article on the big U.S. pill bill; Parke, Davis followed suit . . . Dilly Beans, the product of two bright young ladies, cut back its ad budget—couldn't keep up with sales . . .

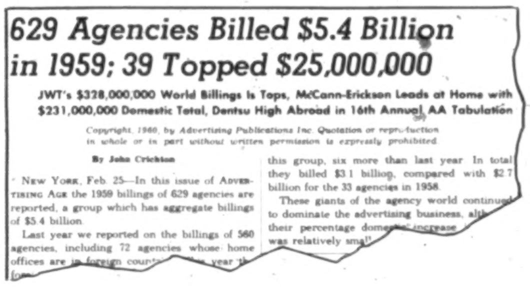
Archie H. Easton, professor at the University of Wisconsin, found tire advertisers get carried away in their non-skid claims . . . Harold's Club, Reno, celebrated 25 years of far-flung outdoor and matchbook advertising . . . 195 colleges were found to have "some" advertising courses . . . GM cracked down on cut-price ads by dealers . . . Ford extended its warranty to two years, or 24,000 miles, and other makers quickly hopped on the bandwagon . . . Prudential Insurance Co. launched a campaign aimed at college education financing . . .

■ The U.S. airlines adopted an advertising code, including such tender points as only describing a real jet as a jet, and not advertising a service until it is ready to start . . . Gulf Oil bought a spot news package from NBC-TV for $1,200,000 . . . Wesson Oil whipped out large-space newspaper ads reporting on a conference of the American Heart Assn., and FDA got ready to study the whole question of cholesterol claims again . . . Massey-Ferguson used tv to boost tractor and implement sales 46% in one year, 26% in the second . . . Herbert M. Cleaves was named exec vp-marketing for General Foods . . .

Foremost Dairies was told by FTC to divest itself of nine of 21 acquisitions . . . GE's clock swap plan was a big success . . .

Agencies

McCann sent Vincent Tutching to Australia . . . Ted Bates & Co. made agency history with an angry ad blasting FTC for shifting its own rules, maligning great American companies . . . Douglas Saunders retired as chairman of J. Walter Thompson Co. in London . . . 629 agencies billed $5.4 billion in AA's 1959 report, and of these 39 agencies accounted for $3.1 billion of the total . . . BBDO went international with the acquisition of Dolan, Ducker, Whitcombe & Stewart, and won the Pepsi-Cola account . . .



629 Agencies Billed $5.4 Billion in 1959; 39 Topped $25,000,000

JWT's $328,000,000 World Billings Is Tops, McCann-Erickson Leads at Home with $231,000,000 Domestic Total, Dentsu High Abroad in 16th Annual AA Tabulation

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By John Crichton

NEW YORK, Feb. 25—In this issue of ADVERTISING AGE the 1959 billings of 629 agencies are reported, a group which has aggregate billings of $5.4 billion.

Last year we reported on the billings of 560 agencies, including 72 agencies whose home offices are in foreign count

this group, six more than last year. In total they billed $3.1 billion, compared with $2.7 billion for the 33 agencies in 1958.

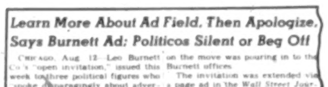
These giants of the agency world continued to dominate the advertising business, alth their percentage dome increase was relatively small.

Frederic R. Gamble, president of the Four A's, told the winter meeting of NBP that agency profits rose in 1959, reversing a postwar trend; later he made a two-month world tour, reported that the No. 1 problem overseas was a shortage of advertising personnel, and the No. 1 problem at home lay in the area of advertising ethics . . . Arthur Meyerhoff Jr. sold Myzon, a poultry builder, for nearly $1,000,000 . . . Basford dropped GE apparatus sales, on grounds that the client now did everything but place the space . . .

■ Mervyn J. Malcolm joined Doyle Dane Bernbach as director of international marketing . . . Norman, Craig & Kummel was shopping for agencies in Canada and Europe, and closed the Canadian deal . . . Ted Bates & Co. merged with Spitzer & Mills in Canada, a deal denied frequently before consummation . . . L. H. Hartman merged with Grey . . . The National Advertising Agency Network reported its 32 members billed $66,163,230 in 1959, up 20%, and that new business represented 9% of operating income . . .

Grant Advertising embarked on a series of mergers: Robinson, Fenwick & Haynes, Los Angeles, and Chambers, Wiswell, Shattuck & MacMillan, Boston, and Elliott Plowe became president of the agency . . . Howard (Scotty) Sawyer, longtime Chirurg copy head, joined Marsteller, Rickard, Gebhardt & Reed . . . Chirurg merged with Anderson & Cairns . . . Guild, Bascom & Bonfigli handled the Democrats; the Republicans tried a new technique—the creation of a special agency operating on the Four A's notion of "anchor and loan," called Campaign Associates, headed by Carroll Newton, BBDO vp . . . Harris & Cox, Miami, sued the government of Cuba for $250,000, and got writs of attachment for Cuban aircraft, bank accounts et al . . . Buchen Co., Chicago, moved into New York by acquiring Dobbins, Woodward & Co., South Orange . . . Ross Roy merged with Brooke, Smith, French & Dorrance . . .

■ J. Walter Thompson Co. tried (and succeeded in 80% of the cases, according to JWT) to get the local rate for Ford dealers . . . Albert Frank-Guenther Law elected John V. McAdams president . . . Marion Harper ran an ad in the *Wall Street Journal* offering two $80,000 starter herds of Black Angus to business men breeders . . . Leo Burnett Co. got a potful of publicity on its 25th anniversary . . . Reach, McClinton announced net earnings of $70,000 on billings of $22,200,000 in current fiscal year . . . John Gunther's biography of the late Albert D. Lasker, "Taken at the Flood," ran in *Look* and was published by Harper & Bros. . . .



Learn More About Ad Field, Then Apologize, Says Burnett Ad; Politicos Silent or Beg Off

CHICAGO, Aug. 12—Leo Burnett Co.'s "open invitation," issued this week to three political figures who "spoke disparagingly about advertising," had drawn a reply from only one of the three by today, but

on the move was pouring in to the Burnett offices.

The invitation was extended via a page ad in the *Wall Street Journal* last Monday, and also will appear in the Aug. 15

Norman Strouse, president since 1955, became chief executive officer of J. Walter Thompson Co. . . . Vickers & Benson got Comet in Canada . . . Commissionable billing of 122 agencies in Canada rose 7.3% in 1959 . . . David Stewart became president of Kenyon & Eckhardt, as William B. Lewis moved to chairman . . . McCann-Erickson bought the Mullins agency in Seattle, and set up a creative unit called John H. Tinker & Partners, assigned to creative work without administrative detail . . .

■ Ayer lost the last of its GE business, when the clock and timer department went to Y&R, later reported it was "dumbfounded" at the loss of Armour food business . . . Needham, Louis & Brorby recaptured the Renault broadcast billing, but there was question about whether it would ever bill as much ($3,500,000) as when NLB lost it . . . Geyer, Morey, Madden & Ballard acquired Caples Co. . . . Kastor, Hilton, Chesley, Clifford & Atherton acquired Heineman, Kleinfeld, Shaw & Joseph . . .

David E. Guerrant was named president of John W. Shaw Advertising, Chicago, as Mr. Shaw became chairman . . . Paul C. Harper Jr. became president of Needham, Louis & Brorby . . . Cunningham & Walsh closed its Detroit office; so did Grant . . . Canadian agency men expected a 2.5% billings rise in 1960, expressed considerable uneasiness over the invasion of U.S. agencies . . .

■ Woodward Greiner Co., Montreal, announced it would abandon the 15% commission system . . . In a trivial tempest, much argument over creativity, and whether Marion Harper was wrong when he

(Continued on Page 59)

Ten Men Who Made Advertising News in 1960

(See Pictures on Page 1)

• **CYRIL F. MARTINEAU**—The advertising manager of Shell dropped a bombshell at the Assn. of National Advertisers meeting when he disclosed the fee arrangement he and David Ogilvy had worked out to compensate Shell's new agency. The arrangement, which entailed shifting much of the work previously done by Shell's ad department to the agency, was notable because of its implication that Shell would rely on the agency for advertising approaches and execution. "Why keep a dog and bark yourself?", Mr. Martineau asked.

• **E. K. (JOE) HARTENBOWER**—The general manager of KCMO-TV, Kansas City, and chairman of the Television Code Review Board supervised an unusually resultful year. The code board opened a New York office, brought in Stockton Helffrich from NBC to run it, and worked quietly and successfully on such problems of taste as the Ban commercials, movie trailers, undergarment commercials, and at year-end seemed on the way to settling the Preparation H hassle.

• **HOWARD MORGENS**—The president of Procter & Gamble Co. came to his present job through advertising channels, and it was based on this experience that he explained nine fundamental points about advertising in an unusually lucid speech to the National Industrial Conference Board's marketing conference. P&G also came through with the selling coup of the year—an endorsement of Crest by the American Dental Assn. which was instantly reflected in rising sales.

• **FRED FORD**—The new chairman of the Federal Communications Commission seemed determined to tighten FCC's erratic procedures. He fought to establish a complaints and compliance division, spearheaded moves to review licenses and proposed a curb for trafficking in licenses.

• **HERBERT W. MOLONEY**—One of the striking aspects of the year in newspapers was the pressure for a discount system to encourage newspaper use by advertisers, and the increase in the number of newspapers granting discounts to national advertisers. Mr. Moloney, head of the representative, Moloney, Regan & Schmitt, had been an early advocate of the wisdom of a discount structure.

• **HERBERT MAYES**—Editor of *McCall's* had established an unusual relationship with advertisers and agencies. He had been quite outspoken in saying that advertising in magazines lagged behind editorial techniques, and then dazzled advertisers with a display of editorial presentation unparalleled in the business. At year-end, *McCall's* was up in columns (37.5%), in revenue (55.8%), and had reached in December a 7,000,000 circulation. It was a dramatic success story, and Herb Mayes, who was the Maggie Award editor of the year, had a good line: "Nothing recedes like success."

• **PETER ALLPORT**—The new president of the Assn. of National Advertisers succeeded the late Paul B. West, and at a singularly important time in ANA history. (The ANA moved into the Four A's inter-change, giving the voluntary copy improvement mechanism new meaning, and at year-end was poised to begin a research and information program, aimed at building a rationale for all advertising.

• **D. MEAD JOHNSON**—The hottest product of the year was Mead Johnson's Metrecal, and its promotion was marked by discretion and taste. Its immediate success, in a market where concern with overweight is chronic, spurred hordes of competitors—including such formidable rivals as the giant National Dairy—into a race for what may be a $100,000,000 market.

• **CHARLES H. BROWER**—The president of Batten, Barton, Durstine & Osborn had reason for satisfaction in 1960. BBDO emerged from the Chrysler consolidation with increased billing, it got Pepsi-Cola, and its long apathy in international expansion ended dramatically with the acquisition of Dolan, Ducker, Whitcombe & Stewart, giving it an aggressive arm abroad.

• **GOV. EDMUND (PAT) BROWN**—In retrospect, 1960's relationship between advertising and politics may seem over-dramatized and over-covered. Nevertheless, advertising took a savage beating from politicians during the year. Gov. Brown of California had the distinction of being the first to criticize advertising, and he was followed, over a period of time, by Sen. Frank Church of Idaho, Gov. LeRoy Collins of Florida, and Gov. William Stratton of Illinois.

Kenyon, Watts, Spofford Buy Duffy Agency from Estate

CLEVELAND, Dec. 28—Three advertising executives—one outsider and two vps of the agency—have purchased Duffy, McClure & Wilder from the estate of the late John W. Duffy, who was killed Dec. 4 when an agency-owned plane crashed in a suburb (AA, Dec. 12).

Robert W. Watts

Robert W. Watts, former Cleveland manager of *Iron Age*, has become president in the new partnership. The other principals are Robert S. Kenyon, exec vp, and B. D. Spofford, vp. They were vps under Mr. Duffy.

B. D. Spofford

Robert S. Kenyon

The nine-year-old agency has been billing about $3,000,000 annually on consumer and industrial accounts. The sale price was not disclosed. #

Hill Joins Botsford

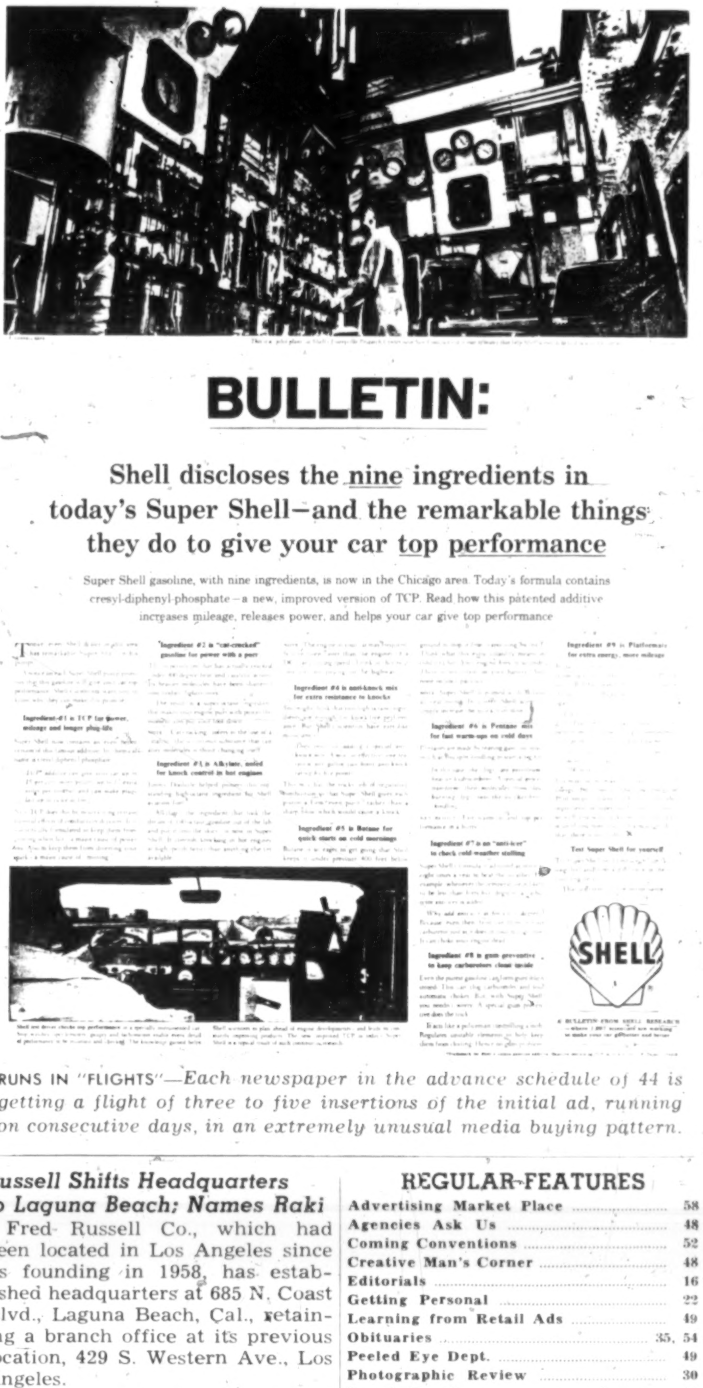
Irving Hill, formerly head of the outdoor department of Miller, Mackay, Hoeck & Hartung, has joined the Seattle office of Botsford, Constantine & Gardner as outdoor advertising director.

Shell Campaign Is Hatched Early

NEW YORK, Dec. 28—Shell Oil Co., which planned originally to launch its much-talked-about newspaper campaign Jan. 3, got its schedule through the starting gate a week early yesterday, with insertions in 44 newspapers in its "marketing headquarters" cities, including New York, Chicago, Atlanta, Boston, St. Louis, Seattle and San Francisco.

Asked about the advance start, a Shell official said, "We had the campaign ready and decided to run it early." Asked if the decision was hinged to repeated "leaks" to the press about Shell-Ogilvy, Benson & Mather plans, the Shell official said, "Draw your own conclusions."

Shell said it will move up to its full schedule beginning Jan. 3. #



BULLETIN:

Shell discloses the nine ingredients in today's Super Shell—and the remarkable things they do to give your car top performance

Super Shell gasoline, with nine ingredients, is now in the Chicago area. Today's formula contains cresyl-diphenyl-phosphate—a new, improved version of TCP. Read how this patented additive increases mileage, releases power, and helps your car give top performance

Ingredient #1 is TCP for power, mileage and longer plug-life

Ingredient #2 is "cat-cracked" gasoline for power with a purr

Ingredient #3 is Alkylate, noted for knock control in hot engines

Ingredient #4 is anti-knock mix for extra resistance to knocks

Ingredient #5 is Butane for quick starts on cold mornings

Ingredient #6 is Pentane mix for fast warm-ups on cold days

Ingredient #7 is an "anti-icer" to check cold-weather stalling

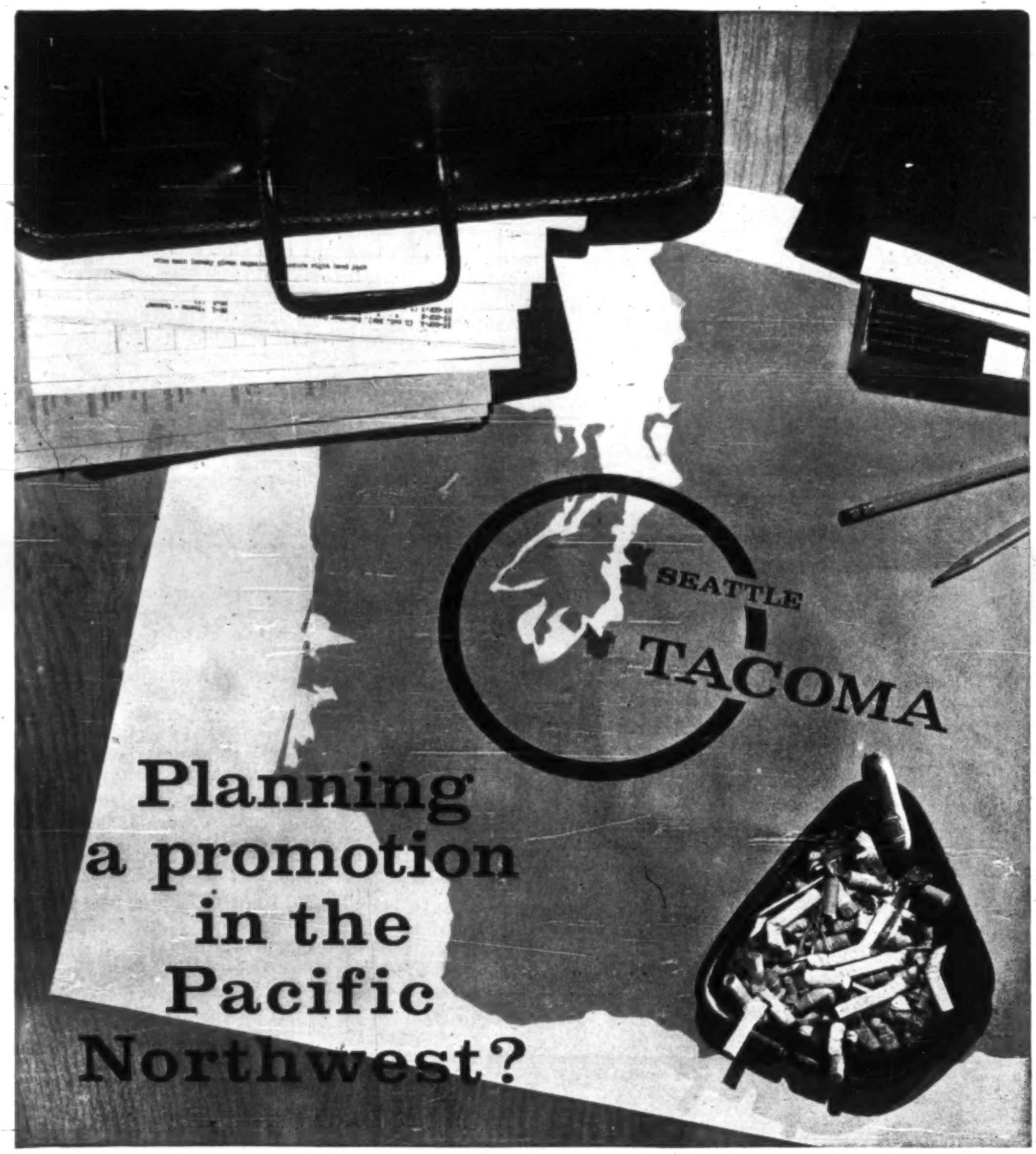
Ingredient #8 is gum preventive to keep carburetors clean inside

Ingredient #9 is Platformate for extra energy, more mileage

Test Super Shell for yourself

SHELL

RUNS IN "FLIGHTS"—*Each newspaper in the advance schedule of 44 is getting a flight of three to five insertions of the initial ad, running on consecutive days, in an extremely unusual media buying pattern.*



THINK TWICE ABOUT TACOMA

First: always think of Tacoma as a vital segment of the dominant Puget Sound Circle—biggest market in the Pacific Northwest.

When your sales forces work this Puget Sound market, nine times out of ten they cover retail outlets in both Seattle *and* Tacoma *at the same time*. When distribution and merchandising is set in *both* metro areas, the advertising breaks.

SEATTLE
TACOMA

Unless it breaks *in Tacoma at the same time*, a good quarter of your sales-merchandising effort is wasted.

That's because of the second thought you have to keep about Tacoma.

It's a market that can *not* be covered by *any outside newspaper* or any combination. Only the dominant Tacoma News Tribune—now delivering more than 85,000 daily—can do the job.

Ask the man from SAWYER-FERGUSON-WALKER and get the facts

Russell Shifts Headquarters to Laguna Beach; Names Raki

Fred Russell Co., which had been located in Los Angeles since its founding in 1958, has established headquarters at 685 N. Coast Blvd., Laguna Beach, Cal., retaining a branch office at its previous location, 429 S. Western Ave., Los Angeles.

Art and production director of the agency is Tom Raki, formerly art director of Advertising Publications, Chicago, for 13 years.

REGULAR FEATURES

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How $9 Billion Grows to More Than $330,000,000,000

Comet
ban
Joy
Hills Bros Coffee
Blue Cheer
Bufferin
Brillo
bridal

The critical market for household products is the never-ending stream of young men and women who get married each year—3,400,000 in 1961.
They spend $9 billion a year for what they eat and use—grow steadily in number to become America's huge $330 billion Family Market. Today these big buyers of tomorrow are making their brand decisions for a lifetime.
Many manufacturers of packaged foods, household and personal products are making lifelong customers of these new families by using the low-cost BRIDAL-PAX program of Controlled Product Sampling, and getting outstanding results—increasing sales up to 242%. Get the facts. Find out what this new low-cost program can do for you. Drop us a note, or call IVanhoe 5-0660.

BRIDAL-PAX, INC.
Controlled Product Sampling
25 Hempstead Gardens Drive, West Hempstead, N. Y.
Offices in principal cities: United States, Canada and Great Britain

The most powerful selling force in print

This Week
MAGAZINE

CIRCULATION MORE THAN

13,000,000

Crane Revamps Ad Department for Economy, New Corporate Emphasis

Lampert Agency's Role Was Temporary; Account Assigned Later to D'Arcy

NEW YORK, Dec. 27—Crane Co. has tightened over-all control of its "three basic ad departments" under an advertising manager headquartered here.

The move, according to Crane, is designed not only to keep a closer check on the investment of a "very perishable commodity—dollars," but also to insure that a new corporate emphasis is conveyed by every ad.

Following Crane's most recent reorganization earlier this year (AA, April 25), all advertising has been handled by three virtually independent departments. The major group, located in Johnstown, Pa., handles plumbing, heating and air conditioning. The second, operating out of Chicago, handles industrial products. The third, operating out of both Burbank, Cal., and Springfield, Ill., is in charge of systems and controls.

As of Jan. 1, however, all three ad groups will report to Sonio Coletti in New York.

■ Mr. Coletti, who joined Crane in March, 1960, after having headed his own electronics company, professes to carry no specific title, but he told ADVERTISING AGE that he was, in effect, "advertising manager of Crane."

He said the company found that a lot of money was being spent, for example, "to push plumbing without mentioning heating or air conditioning, and without mentioning Crane Co. as a whole."

As a result, Crane decided to centralize the control of advertising to get the most out of its budget and to emphasize the corporate aspect of its operations.

■ "The three groups report to me on their plans. We do not allocate the amount they are going to spend, but we exercise over-all control. In other words, I tell them: 'We are going to use so much of your allocation for corporate ads, and so on.'

"Also, we perform a watchdog function in regard to the agencies and see to it that they mention in the ads that Crane makes other products."

He said that the tightening up involved no personnel changes. However, two weeks ago, Mel M. Thomas, manager of advertising and sales promotion for the industrial products group of Crane, resigned, effective Jan. 15 (AA, Dec. 19).

Although Mr. Thomas said he resigned over "basic disagreements on programming development and authority concerning advertising and sales promotion," AA also learned that his position will be eliminated under the new Crane setup.

The new setup coincides with the recent appointment of D'Arcy Advertising (AA, Nov. 21) to handle the $1,000,000 account from January, 1961. D'Arcy will also handle corporate advertising.

■ Crane went into corporate advertising as such for the first time last July when it named Lampert Agency, New York, to run a "trial corporate image positioning campaign" in the *Wall Street Journal*. Lampert got this business while Crane's other advertising was still handled by N. W. Ayer & Son.

The Lampert-handled campaign ran from July through December, with half-page ads appearing once a month. According to Mr. Coletti, the Lampert campaign was "strictly a six-month deal," and in the future D'Arcy will also handle this part of the business.

Lampert, he added, "came to talk to us when we were standing around." He said that the campaign had achieved an excellent response "from the financial readership," and the *Wall Street Journal* would figure "very frequently in the future" in Crane's advertising.

■ Some confusion resulted just three weeks ago (AA, Dec. 12), however, when it was announced that Lampert was appointed to handle some Crane industrial products, which presumably were handled by D'Arcy. In contacting both Lampert and D'Arcy, space salesmen for business publications and magazines were told that both agencies were handling Crane industrial advertising.

Lampert told AA that it placed some January ads for Crane valves and that it will continue to handle spot industrial ad assignments for Crane. Lampert admitted, however, that D'Arcy "is the agency of record for Crane."

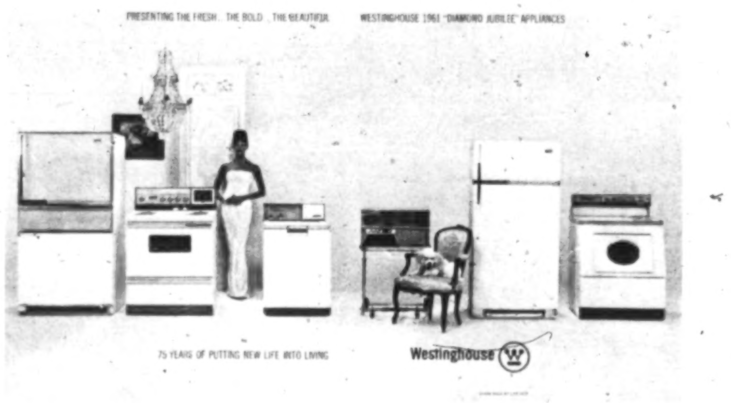
■ Recalling D'Arcy's appointment, Mr. Coletti said that Crane had not heard any formal presentations. The 17 agencies soliciting the business were asked to send a list of their clients.

"They gave us a verbal rundown of what they had done, instead of making presentations, which we generally think are useless. They are not the deciding factor, anyway," Mr. Coletti said.

The 17 were narrowed down to 5 and then 3. The appointment of D'Arcy was made within three weeks of the parting with Ayer. #

Hammond Names Sackheim

Maxwell Sackheim-Franklin Bruck, New York, has been named the agency for C. S. Hammond & Co., New York, map publisher. The agency succeeds Reast & Connelly, South Orange, N. J.


PRESENTING THE FRESH . THE BOLD . THE BEAUTIFUL
WESTINGHOUSE 1961 "DIAMOND JUBILEE" APPLIANCES
75 YEARS OF PUTTING NEW LIFE INTO LIVING
Westinghouse

TRES CHIC—*Westinghouse has scheduled this color spread and a 16-page color insert in the February issue of Good Housekeeping to present its "fresh, bold and beautiful" 1961 appliances, tagged the Diamond Jubilee line. To emphasize the products' splendor, the agency, McCann-Erickson, has spotted several status symbols with the appliances, including the seductively clad gal.*

St. Louis Globe-Democrat

SPECIAL ANNOUNCEMENT!

EFFECTIVE JANUARY 1st, 1961
A NEW FREQUENCY DISCOUNT PLAN!!!

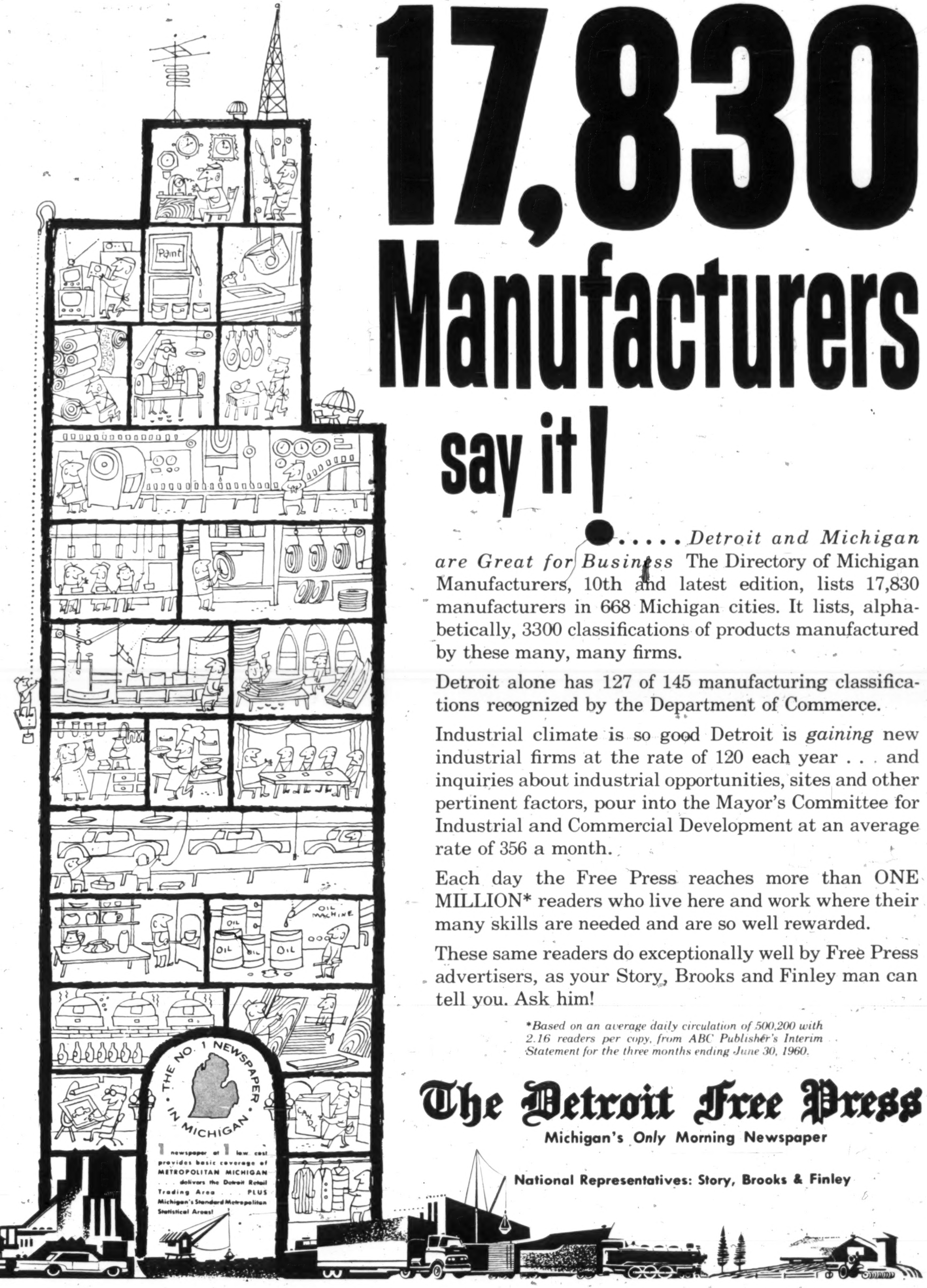
The ST. LOUIS GLOBE-DEMOCRAT takes pleasure in announcing to advertisers that effective January 1st, 1961, they are expanding from a flat rate to a 200,000 volume structure and from no frequency to a full frequency rate structure using the Continuity Impact Discount plan.

We are sure that this progressive action will be pleasing to national advertisers and agencies and encourage their greater use of newspaper advertising. In St. Louis the GLOBE-DEMOCRAT is on the move. The Globe is represented nationally by Moloney, Regan & Schmitt.

GLOBE'S NEW ALL-TIME CIRCULATION HIGH!

The ST. LOUIS GLOBE-DEMOCRAT hit an all-time daily circulation high of 339,128 (publisher's statement as submitted to ABC for 6 months ending Sept. 30, 1960).

17,830 Manufacturers say it!


Paint
OIL
OIL
OIL
OIL
OIL MACHINE
CANDY
THE NO. 1 NEWSPAPER • IN MICHIGAN •
1 newspaper at 1 low cost provides basic coverage of METROPOLITAN MICHIGAN . . . delivers the Detroit Retail Trading Area . . . PLUS Michigan's Standard Metropolitan Statistical Areas!

Engines
Anodes
Bolts
Felt
Lumber
Rollers
Sanders
Tools
Bicycles
Zinc
Wire
Tubing
Spools
Gaskets
Fuel
Drums
Cement
Bearings
Enamelware
Nuts
Motors
Oil
Spools
Hinges
Clothing
Bricks
Drums
Jigs
Yachts
Doors
Steel
Valves
Twine
Paint
Spindles
Varnish
Trucks
Switches
Boats
Lumber
Jewelry
Pig Iron
Electronics
Hooks
Gutters
Pretzels
Gravel
Drugs
Soap
Cutters
Automobiles
Concrete
Bushings
Ingots
Hubs
Ladders
Saws
Trailers
Watches
Tanks
Rifles
Tires
Pistons
Locks
Tile
Books
Hardware
Beer
Seeds
Chemicals
Leather
Zippers
Wheels
Tape
Shafts
Salt
Labels
Conduit
Knives
Lamps
Furnaces
Drills
Caps
Screws
Steel
Valves
Twine
Paint

. . . . . *Detroit and Michigan are Great for Business* The Directory of Michigan Manufacturers, 10th and latest edition, lists 17,830 manufacturers in 668 Michigan cities. It lists, alphabetically, 3300 classifications of products manufactured by these many, many firms.

Detroit alone has 127 of 145 manufacturing classifications recognized by the Department of Commerce.

Industrial climate is so good Detroit is *gaining* new industrial firms at the rate of 120 each year . . . and inquiries about industrial opportunities, sites and other pertinent factors, pour into the Mayor's Committee for Industrial and Commercial Development at an average rate of 356 a month.

Each day the Free Press reaches more than ONE MILLION* readers who live here and work where their many skills are needed and are so well rewarded.

These same readers do exceptionally well by Free Press advertisers, as your Story, Brooks and Finley man can tell you. Ask him!

**Based on an average daily circulation of 500,200 with 2.16 readers per copy, from ABC Publisher's Interim Statement for the three months ending June 30, 1960.*

The Detroit Free Press

Michigan's *Only* Morning Newspaper

National Representatives: Story, Brooks & Finley

Wynn's Friction Sets $1,000,000 Ad Budget for 1961

AZUSA, CAL., Dec. 27—Wynn's Friction-Proofing, marketer of a line of automotive chemical products, will launch a record $1,000,000 promotion in 1961 by co-sponsoring the Sugar Bowl football game Jan. 2 on NBC-TV.

In addition to setting a record ad budget for next year, the company will kick off its first national co-op ad program with distributors. Heavy emphasis will be placed on network tv and network radio, with added support in automotive trade publications.

T. Beverly Keim, Wynn advertising director, said other nationally televised special events will be sponsored throughout the year. Wynn's radio schedule will begin Jan. 7 with sponsorship of selected Saturday and Sunday segments of "Monitor" on NBC.

■ The company's 1961 budget is nearly double any previous budget, Mr. Keim said. Erwin Wasey, Ruthrauff & Ryan, Los Angeles, Wynn's agency, landed the account just two months ago (AA, Oct. 10). #

SIMPSON-REILLY, LTD.
Publishers Representatives
SINCE 1928
LOS ANGELES HALLIBURTON BLDG.
SAN FRANCISCO CENTRAL TOWER

Reinhold Opens in Brussels

Reinhold Publishing Corp., New York, has established Reinhold Europe, a distribution point in Brussels with complete shipping, warehouse and office facilities to speed book deliveries to European dealers. The establishment is an operating extension of the U.S. corporation, which sells about 30% of its technical and scientific books abroad.

Corbett Opens Consultant Company in Pharmaceuticals

CHICAGO, Dec. 27—Frank J. Corbett, who resigned as a vp of Jordan, Sieber & Corbett in November (AA, Nov. 14), has opened his own consultant company, Frank J. Corbett & Associates, here.

Frank J. Corbett

The new company, with offices at 520 N. Michigan Ave., will specialize in marketing and product consultation work in the pharmaceutical field. Associated with Mr. Corbett is his wife, Mrs. Dolores Corbett, who resigned this week from Jordan, Sieber, where she was a copywriter and in client contact work.

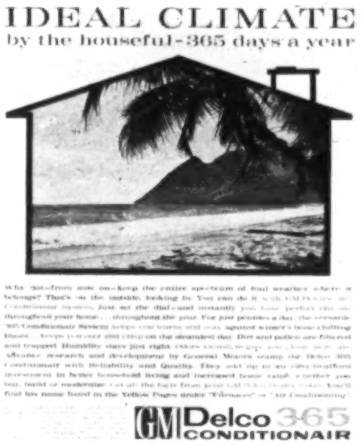
Mr. Corbett told ADVERTISING AGE his company will serve as consultant to some of the Jordan, Sieber clients. He said he also plans during the year to take time out to take a "fresh look at promotion techniques and media used in the drug field." #

NBC-TV Promotes Friendly

Edwin S. Friendly Jr., formerly director of special program sales of NBC-TV, New York, has been given the new title of director of program administration. He will be in charge of over-all administration of the program department, including nighttime, daytime and special programs.

Canadian Adds Account

Canadian Advertising Agency, Toronto, has been named by International Packers Canada to direct its advertising in Canada. Advertising under the umbrella theme, "Kent brings you a whole wide world of good food," is now under way for the company's Kent label.



HOT & COLD—*Delco appliance division of General Motors expands its print ads in 1961 for its central heating-cooling systems for homes. This color page kicks off the drive in the Jan. 28 Saturday Evening Post. Facing page lists dealers. D. P. Brother & Co. is the agency.*

A mark, a pattern, and a pledge

Intaglio SERVICE CORP.

This seal appears on our final proofs. It signifies that everybody in Intaglio Service, from floorboy to proofer, clerk to salesman, has given his best effort, skill and judgment to the job.

It is indicative, as well, of a pattern that has been perpetuated for twenty-four years spent in pioneering and perfecting gravure reproduction.

And it is a pledge that Intaglio Service, which has made more contributions to the advancement of gravure than any other organization in the field, will be the first to have any new development, major or minor, as soon as it becomes available.

Intaglio Service makes positives of uniform value, editorial and advertising, specially adapted to the requirements of the publication printer. It was the first gravure servicer to provide advance progressive proofs. And Intaglio etches cylinders that print millions of labels, wrappers and cartons — provides more production for economical gravure packaging than anyone in the business.

For the best in gravure, depend on Intaglio. Twenty-four years of experience. A skilled staff of five hundred; and more than a third of them wear the Intaglio seal as their ten-year service button. Five plants, newly equipped within the past five years. Situated for convenient service in New York, Chicago, Detroit, Cincinnati, and Boston. And eight offices, always at your service.

Intaglio Service Corporation
America's First Gravure Servicers

305 East 46th St., New York, New York — 126 West McMicken Ave., Cincinnati
Box 508, Boston, Massachusetts — 731 Plymouth Court, Chicago — 40 Hague Ave., Detroit
1932 Hyperion Ave., Los Angeles — 369 Pine St., San Francisco — 1828 Lewis Tower Bldg., Philadelphia

Industrial Ad Budgets Will Be Up 2% in '61, AIA Poll Reveals

NEW YORK, Dec. 28—Industrial advertisers intend to invest 2% more in 1961 than they did in 1960, according to a survey by the Assn. of Industrial Advertisers.

Releasing the findings, which were based on the responses of 327 ad managers, John C. Freeman, AIA president, said that more than a third of the companies had larger spending plans.

A total of 127 advertisers plan to increase their ad spending from 5% to 75% (averaging 16%); 120 cited "about the same" expenditures; and 80 will decrease budgets, averaging 17% below 1960.

■ Advertisers indicated that they will concentrate more fully on advertising specific products, and less on "image" advertising. The figures: 147 planned to emphasize products; 59 planned to push the company image; and 121 indicated no noteworthy shift from the 1960 balance between product and corporate campaigning.

In the area of media and strategy, direct mail will get proportionately more money than trade and business papers. Among advertisers who have increased their budget, business and trade publications were mentioned most frequently (43 times) as the media which will get fresh spending. However, this medium will also feel the pinch among the reduced-budget advertisers, being mentioned 37 times for reduced spending.

Direct mail, favored for more spending by 21 increased-budget advertisers, will be cut by only 5 of the reduced-budgeters.

Other types of advertising slated for increased spending are sales promotion and literature, trade shows, catalogs, newspapers, research and publicity. #

Lenhart Adds 2, Moves

Lenhart & Co., Princeton, N. J., has been appointed to handle advertising and pr for Mercer Rubber Co., Hamilton Square, N. J., maker of industrial rubber goods, and for Mercer R. P. Corp., Trenton, yacht manufacturer. The agency has moved into new quarters on Route 206, Opposite Airport, Princeton. The staff intends to make extensive use of air travel to expand the agency's service.

Denham Adds Two Accounts

Denham & Co., Detroit, has been named advertising, merchandising and pr counsel for Cogsdill Tool Products, Oak Park, Mich., and Dust-O-Matic Filter Sales Co., Detroit.

THE WALL STREET JOURNAL.

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A New Year's Present for Advertisers in The Wall Street Journal

Chaotic Congo

Political Strife Holds Back UN Drive Against Hunger, Unemployment

Transport Snarl Keeps Crops From Market: Big Budget Deficit Threatens Inflation

New Call for Foreign Aid

By Ray Vic[illegible]

Staff R[illegible] of The Wal[illegible]

LEOP[illegible]LLE, Cong[illegible] Nations technic[illegible] administ[illegible] doggedly nibbli[illegible] at some [illegible] problems [illegible] Congo. [illegible] field[illegible] economi[illegible] countries' reign.

[illegible] the dom[illegible] [illegible]ling abo[illegible] months [illegible] its [illegible]sformati[illegible] colo[illegible] an [illegible]pendent[illegible]ntry[illegible] vari[illegible] often co[illegible]ting sit[illegible]ns h[illegible] at the pres[illegible] state of affairs here.

On the brighter side, in the yard of a Leopoldville school at noon, Congolese tots scramble to line up for free milk dispensed by the U.N.; 75,000 youngsters throughout the country now receive the milk, and 25,000 more will soon join them. Fast action by the World Health Organization, an arm of the U.N., and the Red Cross is averting epidemics and unquestionably saving many lives. Seven public works programs costing a total of $1.1 million have been launched by the U.N. to help provide work for part of the vast army of unemployed. And the Congo's foreign exchange balances have risen from a low point of about $27 million last summer to about [illegible] million today.

Starvation and Unemploy[illegible]

Less agreeable to con[illegible]pl[illegible] is a [illegible] year-old member of the Bal[illegible] tribe [illegible] bloated stomach and toothpick [illegible]s and who sits listlessly against a g[illegible] hut n[illegible] town of Bakwanga in Kas[illegible] provin[illegible] like many others of the near[illegible]00,000 [illegible] refugees from tribal warfa[illegible] chil[illegible] of starvation. In southwe[illegible]asai, [illegible] list at a 120-bed hospital [illegible] soare[illegible] one Congolese medical [illegible] is th[illegible] entire staff, and patient[illegible] daily [illegible] adequate care. In Leopoldville, [illegible]pite the U.N.'s public works program, nearly 70,000 of the city's 130,000 employables are without jobs and have little hope of employment. The job shortage is deemed responsible for mounting numbers of robberies in Congo cities.

Whether the U.N. succeeds or fails in its efforts to bring a measure of order and well-being to the Congo could have considerable bearing on the world organization's future prestige and effectiveness; this point is underscored by Secretary General Dag Hammarskjold's plans to fly here next week for a first-hand look at the crisis. The course of events in the Congo could also affect the uneasy truce between the Free World and the Communist nations.

The longer the present confusion persists in the Congo, the greater the possibility the rival groups maneuvering for control of the government will clash in a full-scale armed fight that could broaden into an East-West conflict. If Russia or its allies should provide military aid for former Premier Lumumba's backers, whose base is Stanleyville, the United States might feel it necessary to enter the picture to block establishment of a Communist stronghold in the Congo.

Unsolved Problems

The list of unsolved problems facing the Congo and the U.N. is formidable. Three of the country's six provinces—Oriental, Katanga and Kasai—have governments which claim to be independent. Much of the interior is still unsafe for travelers. In the fourth quarter, the central government has been taking in about $5 million a month in revenues and spending over $20 million, producing a monthly deficit of more than $15 million.

Feeder transportation to main rail lines and river traffic routes has collapsed. Marketing arrangements for the collection and distribution of agricultural products have broken down, chiefly due to the departure of Belgian technicians. As a result, cotton, rubber, cocoa, coffee and other crops frequently go unharvested or pile up on farms waiting for trucks which don't come.

The biggest problem of all—political turmoil—often prevents U.N. personnel from coping effectively with economic and social problems, U.N. officials say. "We could do much more if there were political stability," comments Sture Linner, the blond Swedish economist who heads the U.N. civilian operation here. There's even confusion among U.N. staff members over which Congo government they should deal with. Some U.N. people, especially those with leanings towards Mr. Lumumba, have been loudly complaining that no government exists with which the organization can work. On the other hand, the organization deals at times with both President Kasavubu and the "student commissioner" government set up by Colonel Mobutu, chief of the "loyal" segment of the Congolese army.

Declares one U.N. official: "Actually we cooperate with anyone sitting in a chair with some responsibility who will give an order."

This lack of stability gene[illegible] phere of insecurity and fear. "One day you

Please Turn to Page 7, Column 3

Finance Ministry Confers Amid Lions, Crocodiles

LEOPOLDVILLE, Congo—Typical of the Alice-in-Wonderland flavor of government proceedings here, the Congolese Finance Ministry holds its important conferences in the local zoo.

There is a shortage of meeting places, and a zoo building not far from the crocodile pit is the best hall available for discussions of the nation's tangled finances. Thus, when speakers rise to address themselves to the all important question of where the money is coming from, their remarks are frequently punctuated by the roar of a lion or the trumpeting of an elephant.

What's News—

* * *

Business and Finance

KENNEDY NAMED Robert V. Roosa, a top-ranking authority on money and public finance, as Under Secretary of the Treasury for Monetary Affairs. Mr. Roosa is research vice president of the Federal Reserve Bank of New York. His new job will put him in charge of issuing the Government securities that make up the huge Federal debt and will involve him in Treasury policies aimed at curbing U.S. gold loss[illegible]

The appointm[illegible] [illegible]ked applause from "sound m[illegible] advocates in New York and [illegible]ington. It was used by Treasur[illegible] Secretary-designate [illegible] Dillon a[illegible] vehicle for [illegible]ther [illegible] statement [illegible]ardin[illegible] the [illegible] Administra[illegible]

* * *

[illegible] gold [illegible]di[illegible] [illegible] $88 m[illegible]n [illegible] the week ended Wednesday. [illegible] carried [illegible] billion loss[illegible] since the [illegible] of 1960 to $1.9 billion, second largest annual outflow in history. It was topped only in 1958 when the country's gold stocks were reduced more than $2.2 billion. Treasury gold stocks are now down to $17.8 billion, lowest since 1940.

* * *

Electricity use pushed into new high ground for the second successive week. Power generation in the week ended December 24 topped 15.1 billion kilowatt hours, the Edison Electric Institute reported. This was 93 million kwh above the previous [illegible] achieved the prior week. Cold [illegible]ther in many parts of the countr[illegible] was lar[illegible]y responsible for the f[illegible] [illegible]rd[illegible]t was [illegible] above the lik[illegible] which [illegible]lud[illegible]e Chri[illegible]

[illegible] assembli[illegible] to [illegible]owest po[illegible] with holida[illegible] in the declin[illegible] cutbacks b[illegible] for high [illegible] Industry output [illegible] 87,989 cars, down 23% from last week and 22% below a year ago.

December production, originally scheduled at 565,000 cars, will amount to about 500,000. Ford and General Motors continue to operate at high levels. But Chrysler and Studebaker-Packard have cut back sharply and American Motors is down somewhat from earlier predictions.

* * *

Net Paid Circulation Now...... 704,871

Present Advertising Rate Base.. 650,000

Your FREE Bonus Until July, 1961.. 54,871*

*and growing every week!

Thompson Ramo Wooldridge said its Tapco group will start 1961 with its largest backlog of orders for jet engine blades since the U.S. defense emphasis was switched from manned aircraft to missiles. The Tapco group was formerly known as Thompson Aircraft Products Co. Within the last 90 days, its employ[illegible] has gone up 738 to a total of [illegible] compared with a peak of 10,00[illegible] the height of demand for manne[illegible] aircraft.

Mark[illegible]

St[illegible] Volume [illegible] industr[illegible] 0.11[illegible] [illegible]des [illegible] Financial Times common share index 304[illegible] 0.4.

Bonds—Volume $6,270,000. Dow-Jones 40 bonds 84.81, up 0.03; high grade rails 80.92, unchanged; speculative rails 80.96, up 0.01; utilities 85.81, up 0.14; industrials 91.57, unchanged.

Commodities — Dow-Jones futures index 141.36, unchanged; spot index 141.79, up 0.14.

* * *

Earnings—

	—Net Income 1960	1959	Per Com. Shr. 1960	1959
Quarter Nov. 30:				
Beatrice Foods Co.	$1,966,807	$1,906,453	$.57	$.56
11 mos. Nov. 30:				
Atl. Coast Line	9,337,000	11,014,000	3.55	4.19
Louisville & Nash.	9,052,493	10,969,637	3.70	4.48
Southern Pacific	62,989,636	65,759,078	2.32	2.42
Union Pacific	57,040,812	56,971,475	2.38	2.38

(Today's Index on Page 2)

* * *

World-Wide

A TRADE AGREEMENT was worked out by East and West Germany.

The agreement, reached after four weeks of hard bargaining in Berlin, continues a current trade pact. West Germany had announced September 30 it would cancel the accord, as of January 1, in reprisal for East German restrictions on free movement of West Germans into the eastern sector of Berlin.

Yesterday's announcement did not mention any Communist guarantees to safeguard Western traffic to Berlin, located [illegible] miles inside Red territory, or to allow [illegible] Germans to enter East Berlin without [illegible] passes. However, the agreement app[illegible] [illegible]ded a Red threat, if no accord had [illegible] re[illegible]ed, to block "Western traffic" after [illegible] 31.

Be[illegible] observers [illegible] agreed that [illegible] problem [illegible] put [illegible]

* * *

KING [illegible]DOUIN [illegible] where ne[illegible] strike vi[illegible]

The m[illegible]arch, [illegible] honeymoo[illegible] to [illegible] Soc[illegible] strik[illegible] threaten[illegible] Eysk[illegible] government. Socialist leaders, who are fighting the government's planned austerity program, had demanded the King's return.

Some observers believe Eyskens' resignation will follow Baudouin's return to Brussels. Eyskens had opposed the return on the ground it would indicate [illegible] unable to control the strike crisis.

The worst violence yesterday occurred in Brussels, where 15,000 strikers [illegible]ed [illegible] hours. They smashed windows [illegible] stores and overturned cars. About 30[illegible] strikers demonstrated in the port city of Antwerp.

* * *

James M. Landis will serve as a special assistant to Kennedy in planning an overhaul of Federal regulatory agencies, the President-elect announced in Palm Beach, Fla. The announcement said Landis' [illegible] "will be limit[illegible] to the amount of ti[illegible]" to make final [illegible] recommendations [illegible] the week, Kennedy released a Landis report [illegible] sharply criticizing [illegible] agencies and proposing [illegible] changes.

* * *

[illegible] State **Department** [illegible] it [illegible] would no[illegible] surprising" if troops from [illegible] North [illegible] have joined leftist [illegible] in Laos. Press [illegible]ficer Lincoln White [illegible] "any" [illegible] confirm[illegible] reports [illegible] that [illegible] been received. White acknowledged [illegible] differences among the U[illegible] Britain [illegible] on how to deal with the Red threat in Laos, but he said they "are not serious." He declined to define the disagreement.

* * *

A former Pentagon employe was arrested in Columbia, S.C., and charged with theft of 200 Defense Department documents, many of them bearing security classifications ranging from confidential to top secret. F.B.I. Chief Hoover identified the suspect as Arthur Rogers Roddey, 38, of Falls Church, Va., formerly em-

* * *

Dr. T. Keith Glennan resigned as head of the National Aeronautics and Space Administration. The resignation is effective January 20, the day Kennedy becomes President. The 55-year-old scientist plans to return to his former post as president of the Case Institute of Technology in Cleveland.

* * *

The U.S. Air Force in Europe estimates that its planes have shuttled 22,000 troops and 3,500 tons of supplies to the Congo since the U.N. b[illegible] its operation in the [illegible]rican [illegible]on. Tr[illegible] been [illegible]en in [illegible]

* * *

A [illegible] of h[illegible] 5 chil[illegible] [illegible] Vermo[illegible] border, [illegible] consumed their one-room wooden house in less than 40 minutes.

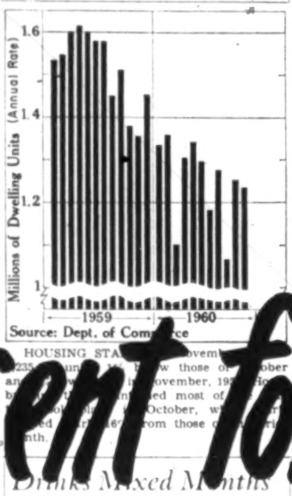
* * *

An unclaimed suitcase, reported to co[illegible] what appeared to be dynamite by an American Airlines employe in New York, sent bomb disposal experts and Federal agents scurrying to La Guardia Field. The bag, which had traveled from Dallas and Los Angeles by air, actually contained props for the Western TV show Rawhide.

* * *

A Northern Pacific train was derailed at Puyallup, Wash., and at least eight people were hospitalized. But none of the injuries appeared serious. The 17-car passenger train, bound for Portland from Seattle, carried a number of persons headed for the Rose Bowl football game in Pasadena, Calif.

Housing Starts



Source: Dept. of Commerce

HOUSING STA[illegible] Novem[illegible] 235[illegible] below those of [illegible]ober an[illegible] in November, 19[illegible] [illegible]ed most of [illegible] October, w[illegible] [illegible]16% from those o[illegible] month.

Drinks Mixed Months Ago Will Help Make New Year's Festive

* * *

Trend to Pre-Mixed Cocktails Grows; Bottlers Avoid Fancy Mixes, Stress Lab Research

By Clarence B. Newman

Staff Reporter of The Wall Street Journal

NEW YORK — When horn-tooting, paper-hatted New Year's Eve celebrants toast the beginning of 1961 at midnight Saturday many of them will down cocktails m[illegible] months before, in mid-1960.

This will be possible [illegible] as palatable [illegible] ready-made bottled [illegible] quality, trade authorities [illegible] sale[illegible] em in the beverage [illegible] bottled mixed drinks [illegible] their makers [illegible] don't deteriorate on store shelves and [illegible] the same appeal for harassed hosts [illegible] cake and [illegible] mixes, frozen foods [illegible] other prefabricated mealtime products.

"There has been a steady increase recently in our sales of pre-mixed cocktails. We expect to see it continue," says Norman Pierce, vice president in charge of wine and spirits for S. S. Pierce Co., the big Boston-based grocery and specialty food chain, which bottles its own Martinis and Manhattans.

Ready-to-serve cocktails, of course, are still just a drop in the sea of alcoholic beverages being produced this year, but the number of firms turning out these bottled concoctions is in-[illegible]

[illegible] bottled by Austin, Nichols & Co. of New York City is in the form of a 90 proof mixture of whisky, rum and brandy, which when mixed with two quarts of dairy egg nog mix will serve 20 holiday celebrants.

A Bit of History

Bottled cocktails go back at least to the last century. One historian traces their origin to a social mishap that occurred in Hartford in 1895. The grandfather of the present Heublein president had mixed and bottled a large batch of Manhattans a few hours ahead of time for a social affair of the Connecticut Foot Guards [illegible] the Heubl[illegible] Hotel. The event [illegible] several d[illegible] [illegible]own away [illegible] they [illegible] palatable. [illegible] a [illegible] sample [illegible] the [illegible] others [illegible] appreciatively, the pre-mixed cocktail was born.

The public, however, was slow to warm to the new product. For years, bottled drinks sold with only modest success, except for a brief flurry of popularity during World War II. One development, which Heublein thinks

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HOLIDAY NOTICE

The Wall Street Journal will not be published Monday, January 2, in observance of the New Year's holiday.

Washington Wire

A Special Weekly Report From The Wall Street Journal's Capital Bureau

RUDDERLESS G.O.P. wallows uncertainly as it heads into legislative seas.

Factional conflicts will heat up at next week's National Committee meeting here. White House loss leaves a power vacuum. Many former Nixon backers among Capitol conservatives now blast him as inept, but some House members want him to help shape legislative policy anyway. Jockeying starts soon on a successor to retiring Nixon-man Morton as National Chairman.

Republican Senators split three ways: Case-Cooper liberals, Goldwater-Bridges conservatives, Dirksen-Morton middle-roaders. Kennedy Democrats, troubled by their own party factions, talk up a li[illegible] coalition embracing the Case-Cooper wing [illegible] group of vigorous young G.O.P. Repre[illegible]es led [illegible] Wisconsin's Byrne[illegible] Mich[illegible]ord se[illegible] a ch[illegible] [illegible]pow[illegible] pa[illegible]

[illegible]ck[illegible] influence [illegible] New Y[illegible] Comm[illegible] D[illegible] across [illegible] servi[illegible] p[illegible]

U.S. DIPLOMATS JOUST for Kennedy's ear, seek top priority for competing crises.

Belgian riots over belt tightening caused by loss of the Congo fuel the arguments of Europe-minded policy makers that the U.S. should go slow in urging freedom for other colonies—Portuguese, British, French. De Gaulle's domestic troubles over Algeria are rated a special peril. But African specialists call for aid to nationalists. They claim Congo is the key clod war danger spot. Meanwhile, Latin American experts say the same for Cuba. And Far East hands point to Laos, declare China's Mao is more menacing than Khrushchev.

Great upheaval from the Belgian strife is not expected. But quick blow-ups over Berlin, Quemoy or other danger spots could create a log-jam [illegible] diplomats clamor for quick decisions be[illegible] the Kennedy team settles down. Crisis-b[illegible] demands for boosts in Ike's $4 billion fo[illegible] aid blueprint would collide with argum[illegible] [illegible] and [illegible] require[illegible]

K[illegible] [illegible] for[illegible] aga[illegible] [illegible]aid [illegible] tra[illegible] [illegible] Ge[illegible] [illegible] back[illegible]

KENNEDY COMMANDS a subtle undermining of Pentagon feuds.

He insists Army, Navy and Air Force Secretaries must quit lobbying for their branches, give allegiance to Defense Chief McNamara. Navy Secretary Connally, Air Boss Zuckert go in with closer personal ties to V. P. Johnson and McNamara, respectively, than to their services. Symington's single command idea and unification laws get sidetracked for this experiment.

Kennedy's talent scouts screen Pentagon sub-officials, too, for ability to mesh with their civilian chiefs. Service financial aides, for example, must get along with the top Defense comptroller; they'll be told to work together instead of as service partisans. Leading candidates for comptroller: Johnson-man Lehrer of the Senate Space Committee, Assistant Air Force Secretary Garlock.

Johnson will try to curb military-civilian space competition. He'll head the now-dormant Space Council, turn it into the supreme umpire of space projects.

LABOR SHELVES its long fight for Federal control over states' unemployment compensation programs. A.F.L.-C.I.O. policy makers decide privately they can't get their demands through Congress so they won't press for action this year. This suits Kennedy: He now backs off from his former support for "Federalization."

STEVENSON STRIVES to beef up the U.S. mission to the U.N., as well as the importance of his own Ambassador's job. He seeks three (instead of one now) Ambassador-rank lieutenants to handle such problems as disarmament, backward areas. Kennedy men may frown on the scheme as empire-building.

GRUMBLING GROWS against Kennedy's choices of Freeman, Dillon for the Cabinet. Farm Belt Democrats snipe at Freeman's Agriculture post, claim he knows little about farming. British functionaries dislike prospects of Dillon in the Treasury; they accuse him of favoring Europe's Common Market over their free trade area.

NKRUMAH'S STOCK slumps in Africa as well as in the U.S., diplomats report. Ghana's neutralist chief aims to lead all Africa, but attracts few followers. Big Nigeria overshadows little Ghana among English-speaking Africans. Ghana's federation with French-speaking Guinea and Mali won't work because of language differences, diplomats predict.

STATEHOUSE TUSSLES shape up between governors, opposition-party legislatures.

Democrats Kerner of Illinois, Swainson of Michigan face fights with Republican legislative majorities over how to reapportion Congressional districts. Vice versa for surprise G.O.P. w[illegible]s Volpe in Massachusetts, Andersen in M[illegible]sota. Battles over mounting tax problem[illegible] be intensified by divided rule in Wisco[illegible] Connecticut, Illinois, Minnesota.

B[illegible] some governors will be better off in the [illegible]w year. Pennsylvania's Lawrence rejoi[illegible] in his first friendly Senate. Bigger D[illegible]ocratic majorities may repair Californian B[illegible]n's political fortunes for his re-election bid in '62. Rockefeller's G.O.P. Legislature in New York won't help him much though; conservatives complain his proposed 10% tax cut is too little, liberals say it's too much.

Indiana Democrats are strangely cheerful about the prospect that the G.O.P. House will block Democratic Governor Welsh's attempts to repeal their state's right-to-work law. They like to see the issue kept alive for future elections.

MINOR MEMOS: Letters deluge Kennedy headquarters urging that Frank Sinatra NOT get a high Federal job . . . Budget Bureau pals of hold-over Deputy Director Staats give him a foam rubber chair cushion with a donkey on one side, an elephant on the other.

The New Congress

On Eve of Session, Its Cautious Mood Is Much Like Kennedy's

Leaders to Push '60 School, Housing Bills, Shun New Programs, Rules Changes

Most Liberals Are Resigned

By Paul W. Duke and Robert D. Novak

Staff Reporters of The Wall Street Journal

WASHINGTON—Congress moves into the Kennedy era next Tuesday in a mood of caution, compro[illegible]e, [illegible]ertainty and—in some quarters—di[illegible]onment. No bugles blare, no flags wa[illegible] Capitol Hill.

R[illegible]ther [illegible] r[illegible]ing out to storm new fron[illegible] Pre[illegible] [illegible]gress goi[illegible] swa[illegible] b[illegible] bu[illegible] wel[illegible] bills th[illegible] lawmakers [illegible] for y[illegible] T[illegible] is [illegible] timent[illegible] prosp[illegible] rules[illegible] hopes of passing [illegible] even trying [illegible] pass [illegible]diose new schemes are hard to find.

It is no coincidence that this Congressional mood coincides closely with the apparent course Mr. Kennedy himself is charting for the start of his Administration. He and the legislators saw the same set of election returns in November; they are hearing the same story of falling tax revenues and international payments difficulties in December. And though the Congressmen are limited in many ways by what the Chief Executive proposes, his proposals are limited by his estimate of what they will accept.

A significant illustration of the Congressional mood was developing yesterday: The once-grand plan to reform the House Rules Committee, thus blasting a great conservative stronghold, had already been moderated during recent weeks. Yesterday [illegible] twitched and [illegible] The fli[illegible] of life might [illegible] House Speaker Rayburn appears [illegible] his [illegible]ed support, and [illegible] a [illegible] fig[illegible] a losing battle.

[illegible] Co[illegible]ation"

[illegible] Rayburn is believed ready [illegible] has [illegible] already obtained—a [illegible] [illegible]ary [illegible]operation" from the Rules Co[illegible] in [illegible]mitting Kennedy proposals to reach the House floor. Whether the committee will in fact mend its ways remains to be seen; perhaps so. But the reluctance to engage in open struggle for reform tells much about the Kennedy Congress. What's more, Mr. Kennedy's silence on this particular issue feeds private liberal discontent.

Considering the colorful pre-election dreams they cherished about what could be accomplished if the Presidency along with Congress fell under Democratic control, a good proportion of the Hill's liberals are adjusting to reality with surprising good grace.

"The domestic situation today is not drastic and does not require drastic remedies," contends one such Senate liberal. Another, sometimes classified as ultra-liberal, exclaims: "I'm glad Kennedy's being careful about the budget. In fact, I'm going to be watching my own economy record this year." This sort of happy talk is heard even more frequently on the House side.

Yet many legislators express disillusionment, heightened by frustration, because they will not be able to attack Kennedy caution in the way they criticized what they considered to be Eisenhower idling. Liberals are privately complaining that their plans for a better republic are being greeted by such high Kennedy aides as Mike Feldman with warnings that the cost must be kept down.

A Liberal's Lament

"It's almost like there hadn't been any election," laments one Senate liberal. "When we talk to the Kennedy people, it's as if there was a big sign over their desks asking 'Why?' We thought the sign would say 'Why not?' "

To be sure, this does not mean that life on Capitol Hill in 1961 will retain the flavor of Eisenhower days. The initial Kennedy program—Federal aid to education, medical care for the aged under Social Security, aid to chronically depressed areas, liberalization of the minimum wage law and new money for housing—remains unpalatable to conservatives and much of it may well be enacted. The Congressional "honeymoon" that any new Chief Executive inevitably enjoys for at least a while and in some degree means more support for these measures. This factor alone will initially outweigh the fact that liberal ranks were depleted somewhat in the last Congressional election.

What's more, there are signs Mr. Kennedy's kid-glove handling of the South might pay off in legislative rewards just as it did in electoral votes. It is believed Georgia's Sen. Russell, leader of the Senate's Southern bloc, may support the new President on his medical care, depressed areas and possibly even minimum wage proposals. And where Mr. Russell leads, many another Dixie lawmaker follows. If a Kennedy-Russell alliance does indeed materialize, it would smother the claims of some impatient liberal Democrats that Southerners will fight the Administration no matter how moderate its program.

The handiest illustration of the mood of Congress concerns not the legislation it will process but its processing machinery. Saddened House liberals will caucus today to discuss the deflated plans for tinkering with the Rules Committee. Unenthusiastic Senate liberals will meet Monday to discuss a basket of proposed rules changes for their chamber, too—with schemes for curbing filibusters at the top of the heap.

Purge Plan Dropped

The liberals started with ambitious plans to blast away the Rules Committee roadblock, and discarded them one by one. First to vanish was the idea of purging from the committee the conservative Democratic Rep. Colmer of Mississippi, who had failed to support the national ticket in the election. "It's too bloody a business," explains one liberal. Then went schemes to strip the committee of its power. Finally, it appears the liberals will be forced to junk the more moderate project of "packing" the committee by expanding its

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—Come and get it!

Landis Report Lauds FTC, Says FCC 'Vacillated, Stalled' in Major Areas

Report to Kennedy Says FTC Needs More Power to Cope with Deceptive Ads

WASHINGTON, Dec. 27—James M. Landis has told President-elect John Kennedy that the Federal Trade Commission needs more power and the Federal Communications Commission more backbone.

The President-elect's advisor on the federal regulatory agencies says FTC should be the government's chief agency in the advertising field. To measure up to the task, he says, it ought to have power to issue "interlocutory cease and desist orders" against ads that are considered misleading.

While the report was relatively mild in its comments on FTC, the Landis report to Mr. Kennedy scolds the FCC for lack of vigor and courage. "Despite considerable technical excellence on the part of the staff," it declares, "the commission has drifted, vacillated and stalled in almost every major area."

■ Among the major proposals in the report is that the Kennedy administration establish a "watchdog" unit in the White House to keep an eye on the regulatory agencies. The report emphasizes the need for dedicated personnel at the top as well as in the staff jobs.

One of FTC's problems in the advertising field, the report said, stems from the fact that extensive records are made in false and deceptive advertising cases. "If the advertiser of a drug states that 'four out of five doctors' recommend it, to prove the falsity of such an allegation, much massing of evidence ensues," it says.

"This practice, coupled with the fact that the commission has no power to issue an interlocutory cease and desist order based on a *prima facie* case, significantly emasculates the commission's power to deal with the spate of deceptive advertising that floods our newspapers, our periodicals and our air waves.

"Whereas in the securities field puffing is kept to a minimum, caveat emptor is rampant in the sale of products, even those bearing directly upon the public's health."

■ The report said it was not suggesting that rules governing the sale of securities should be applied to the sale of other products, "but, if we are interested in minimizing false and deceptive advertising, some sanctions more effective than those presently possessed by the FTC must be fashioned.

"The interlocutory cease and desist order appealable to court would be a first step. Without such a remedy, years can elapse before any action is taken and then the only penalty is an order to cease and desist."

The report notes overlap between FTC and the Department of Justice in the anti-trust field, and suggests that FTC's anti-trust activities, other than its enforcement of the Robinson-Patman Act, be turned over to Justice, because it does a better job.

■ By contrast, it said, advertising activity now carried on by the Food & Drug Administration, the Department of Agriculture (meat packing) and other agencies should be transferred to FTC, "provided," it said, "that each transferee can demonstrate its capacity to conduct a vigorous program in the discharge of its new responsibilities."

Where the report has few favorable comments for other regulatory agencies, it registered strong approval of the intensified program of industrywide consultation which FTC has been using during the past year to get mass-compliance with its laws.

"The vigorous and imaginative leadership currently enjoyed by the division of trade practice conferences should be continued," it told the President-elect. "The industrywide consultation program can cure in a few weeks competitive ills that would require several years of formal litigation to cure."

■ The report said the anti-trust aspect of FTC's work is more complex than its responsibilities in the advertising field, and "not so immediate in their impact on the public as false and deceptive advertising."

It complained that the Robinson-Patman Act "is an extremely poorly drafted statute" that has been muddled by court decisions. Contending that FTC has never been able to formulate clear standards for its enforcement, the report says, "Congress must make up its mind as to what this legislation is really intended to accomplish."

■ Turning to FCC, Mr. Landis told the President-elect, "The available evidence indicates that it, more than any other agency, has been susceptible to *ex parte* presentations."

His comment that it has been "subservient, far too subservient," to the congressional subcommittees on communications may have reflected his experience as attorney for Skiatron, one of the companies whose pay-tv applications were tied up when the commission bowed to pressure from Rep. Oren Harris (D., Ark.), chairman of the House committee on interstate and foreign commerce.

He also declared, "A strong suspicion exists that far too great an influence is exercised over the commission by the networks."

■ He said the quality of top personnel is primarily responsible for FCC's defects. "The members of the commission do not appear to be overworked in the sense that the commission's docket is bulging with cases calling for disposition," he commented. "Only 32 cases, all dealing with broadcasting licenses, were decided by the commission during fiscal 1959," he pointed out. In nine of the cases, FCC took six to 12 months, he noted, and in 10 cases one to two years.

The report scolds FCC for failure to establish recognizable standards as a basis for its actions. Lacking firm decision policy, he said "the anonymous opinion writers for the commission picks from a collection of standards those that will support whatever decision the commission choses to make."

■ The report said "observers of the procedures employed by the commission agree that the issues litigated are unreal and a mass of useless evidence, expensive to prepare, is required to be adduced."

While the commission requires applicants to prepare programming proposals "of high sounding and moral content," the commission ignores the fact that actual programming bears no resemblance to the programming proposed."

With the commission continuing its "Alice-in-Wonderland" procedures, Mr. Landis commented, "a vast amount of unrealistic testimony is adduced to support each of these standards, incumbering the record with useless data."

The report refers repeatedly to Mr. Landis' belief that much of FCC's trouble stems from "the inability of the commission to make up its mind on some of the broad issues that face it."

While FCC knew by 1955 that its allocation of uhf channels to tv would not work, five years have elapsed without any appreciable dent being made in the problem, he said.

■ "While there have been extensive investigations by congressional committees, the commission seems to have been hoping that some magic formula would spring from these investigations which would relieve it of the necessity of courageous action," the report said. "If so, that hope was stillborn and the commission's problem still remains."

His final comment on FCC was that leadership toward the solution of industry problems seems too frequently to be left to the commercial interests rather than taken by the commission itself.

"No patent solution for this situation exists other than the incubation of vigor and courage in the commission by giving it strong and competent leadership and thereby evolving sensible procedures for the disposition of its business."

KINTNER DOUBTS FTC NEEDS MORE POWER

WASHINGTON, Dec. 28—Federal Trade Commission Chairman Earl Kintner told ADVERTISING AGE today that he is particularly pleased that the Landis report to President-elect John Kennedy recognized the important progress the commission has made during the past year as a result of its greater reliance on industrywide consultation to get compliance with its laws.

The FTC's expanded programs of consultation were one of the few regulatory agency programs specifically singled out for approval in the report which the President-elect has received.

The chairman expressed skepticism over the proposal to give FTC power to issue "interlocutory cease and desist" orders. "Perhaps this procedure could be useful," he said, "but I would have to see a draft of the actual legislation."

FCC FORGED AHEAD IN '60: FORD REPORT

WASHINGTON, Dec. 29—On the heels of the Landis report, Federal Communications Commission Chairman Frederick Ford issued a year-end statement today contending that FCC attacked its problems with unusual vigor in 1960 and has solved or advanced many to the point of decision.

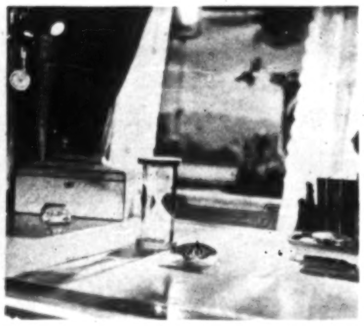
Chairman Ford has refused to comment directly on the Landis report. FCC sources say, however, that the commissioners feel their year-end summary shows that FCC has moved faster in the direction that the Landis report recommended than Mr. Landis recognized.

The report emphasized these moves by the FCC in the area of network and station programming:

- Reduced option time from three to two-and-a-half hours.
- Prohibited networks from engaging in representation of their affiliates in the sale of non-network time.
- Submitted proposals to Congress asking for authority to regulate networks directly; will submit proposals for speeding processing of cases, i.e. splitting FCC to consider twice as many cases and right to issue summary judgments.

The report reviewed the past year, stressing more cases were processed; hearings held on improper "contacts" raised by congressional committees; report issued on vhf-uhf allocations; and hearings on Hartford pay-tv test. #

". . . the speed of a rabbit . . ."



". . . Carter's pills work with a light touch . . ."

New Carter's Pills TV Ad Features Animals au Natural

WICHITA FALLS, TEX., Dec. 29—Carter Products, which built its advertising campaign for Carter's Little Pills around some hard-hitting sales messages, now is testing a one-minute soft-sell tv commercial. The spot is running here and in Des Moines and Spokane.

The tv ad features animals in a light, romantic setting, stressing nature and the natural way. Filmex produced the spot, making the animal sequences on location in Paramus, N. J. Ted Bates & Co. is the agency.

■ The light, almost poetic-sounding commercial opens on a forest scene, showing first a deer and then a rabbit. A voice-over announcer says:

"Every living thing is aided in a strange and uncanny way. The coloration of a deer . . . the speed of a rabbit."

Then the camera pans to an hour glass in front of an open window, with a gentle breeze ruffling the curtains. A sudden gust of wind knocks down the hour glass. Following sequences show a flowering plant with a package of Carter's pills replacing the flower in a dazzling photographic effect. The copy continues:

■ "For human beings, when irregularity occurs . . . there are secrets . . . among living, growing things . . . herbs and vegetables that, combined by man's scientific mind, help bring pleasant, effective, temporary relief. Perhaps the best known of such laxatives is Carter's pills."

Then the package opens by itself. As two pills roll out, a hand reaches in and takes one of them. Next scene shows an hour glass with the sand flowing through and then a butterfly alighting on a package of Carter's. The copy concludes with the company's traditional sales message, stressing the pills' medical advantages.

DEER ACTOR—*Crew gets actor animals in the mood for work in new commercial for Carter's Little Pills.*

Pepsi-Cola Plans to Re-Enter Television

NEW YORK, Dec. 28—Pepsi-Cola Co., a pioneer network tv user but a holdout in recent years, will be back in the medium in a big way in 1961.

Network tv plays a major part in the over-all strategy which will be outlined to dealers early in February. Until then the soft drink maker and its agency, Batten, Barton, Durstine & Osborn, are doing their best to keep the particulars about their new shows, sales personalities and revised jingle theme bottled up.

■ In March, Pepsi will begin a schedule of minute inserts on three NBC participation shows—"Americans," "Laramie" and "Outlaws." Commercials will be carried on alternate weeks on each show. This will be the first use of network tv for the company since 1957.

With 1961 the old "Be Sociable" theme, used heavily in print and broadcasting, will be scuttled. New radio and tv spots already are being made. Some of the jingles will feature a young singer named Joanie Sommers. The spot radio campaign is due to start in February. #

Kipnes Advertising Opens German Office With U.S. Approach

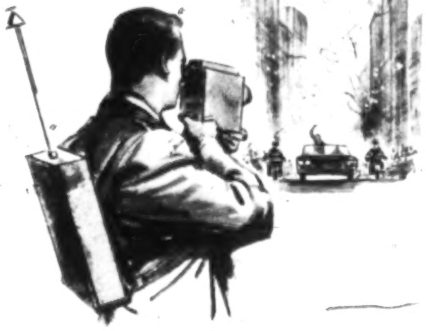
FRANKFURT, Dec. 27—Germany's newest agency is a branch of an Arizona agency—I. M. Kipnes Advertising of Phoenix.

The Kipnes shop opens its doors here next week. Mr. Kipnes came to Germany last year to recuperate from a heart attack and noted that "German advertising left an awful lot to be desired, so I decided to give it a whirl."

Head of the Frankfurt office (located at Rossmarkt 21) will be Betty Doyle, formerly copy chief of Larrabee Associates, Washington.

The agency plans to stress its American approach. Mr. Kipnes explained:

"I think that most people in the western world are basically the same. We have the same common desires for a secure, solid, comfortable way of life and a roof over our heads and daily food. Once we have the basics, then we seek the conveniences and pleasures of life—like tv sets, luxury autos, easier-to-operate vacuum cleaners, colored soaps and better detergents." #



nemo

nemo

nemo

Television networks provide on-the-spot coverage of special events through a nemo, or remote telecast.

Portable field cameras flash the picture to the transmitter for broadcasting to home receivers.

With hundreds of Fairchild reporters in the field, every story of interest to the electronics industry gets the on-the-spot coverage it deserves.

Electronics executives and engineers appreciate the speed and reliability in this special-event handling of industry news. They seek it weekly in the pages of Electronic News.

Electronic News®
THE INDUSTRY'S WEEKLY NEWSPAPER • A FAIRCHILD PUBLICATION
TEN CENTS
Today's Index
Hear Military Spec Setup
to Contractors

Charge Clients 3% 'Product' Sales Tax, Ohio Tells Agencies

COLUMBUS, O., Dec. 29—The Ohio department of taxation has directed advertising agencies and art studios throughout the state to begin charging clients a 3% sales tax for all creative work, effective Jan. 1.

Waldemar Haase, chief of the legal division of the Ohio department of taxation, told ADVERTISING AGE that the 3% sales tax on creative work is not a new law or a new concept. He maintained that some agencies in the past have been paying the tax, but admitted that the new crackdown will represent "a change for many agencies and art studios."

Mr. Haase said there has been some confusion among agencies and art studios in the past concerning what products and/or services should carry a sales tax charge. The tax department decided to clarify the issue earlier this month following meetings with lawyers representing agencies in Akron and art studios in Cleveland, he said.

■ "Our state sales tax covers anything that goes into a finished product," Mr. Haase said. "I feel that an advertising layout is a tangible piece of property and is subject to tax. On the other hand, I think a piece of ad copy is a service and not taxable. The crux of the matter is, what is a product and what is a service."

Mr. Haase said he knew of no other state which has a similar sales tax law. He stated that he would not object to a test legal suit on the issue. He would not estimate how much additional revenue the state would receive under the new interpretation.

■ In a recent letter to C. James Proud, president of Advertising Federation of America, Ted Witter, president of Ted Witter Advertising, Canton, O., complained that the new tax ruling will put Ohio agencies at a great disadvantage with agencies outside of Ohio.

"It puts us at a great disadvantage with out-of-state agencies and, also, as one client has already suggested—'maybe we had better open our own art department and save a considerable amount of money over a year's time'," Mr. Witter wrote.

Mr. Witter said that "we have an Ohio sales tax vendor's license and in the past have been charging sales tax on all printing plates, photos, displays and other tangible material which we have produced for our clients.

■ "However, there has been no sales tax on creative work such as layouts, mechanicals, finished art, typography and related items. Effective Jan. 1, we are to charge the client 3% sales tax and, as you can imagine, this will mean quite an extra expense for them."

Mr. Witter urged Mr. Proud and AFA to take some action immediately against the tax ruling. "It wouldn't be long until the sales tax boys also would require us to charge for publication space, as well as radio and tv time," he added.

Ohio has had a state sales tax since 1935. An amendment to the sales tax law was enacted on July 1, 1959.

TAX IS 'TEMPEST IN TEAPOT,' SAYS PROUD

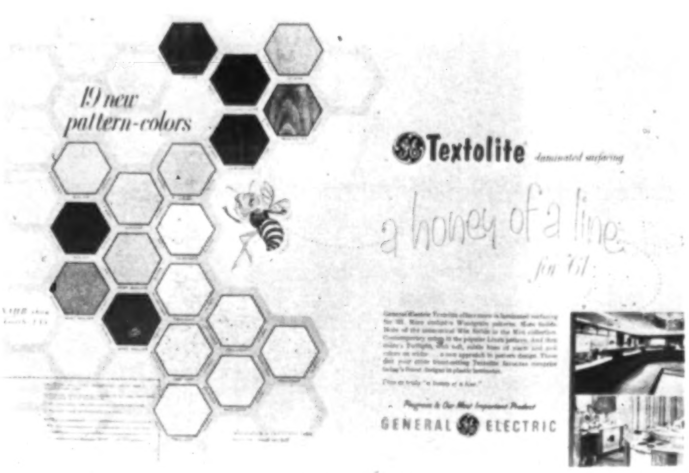
NEW YORK, Dec. 30—The AFA at first thought it had another battle on its hands, based on early information concerning the nature of the tax, but by today it had changed its view. Mr. Proud commented, "The more we look at it, the more inclined we are to believe it a tempest in a teapot."

■ Mr. Proud pointed out that a similar tax has been in effect in New York for six or seven years "and hasn't too greatly disturbed New York agencies.

"It won't disturb Ohio agencies unless the tax interpretation becomes much broader than it is now," he said.

At first, he said it was thought the tax would also be exercised on expense accounts. But now AFA will advise its Ohio agencies in a letter next week that it considers the tax normal.

"If it only involves a tax on creative materials, we can see no objection to it," Mr. Proud said. #


19 new pattern-colors
Textolite laminated surfacing
a honey of a line for '61
Progress Is Our Most Important Product
GENERAL ELECTRIC

SWEET THEME—*Ads for Textolite laminated surfacing marketed by General Electric Co.'s laminated products department and a plethora of collateral material will share the "Honey of a Line" theme, exemplified by above full color spread insert scheduled in six trade and professional publications during the first quarter of 1961. The Jay H. Maish Co., Marion, O., handles the integrated drive.*

Robinson Agency Splits with Grant

(Continued from Page 1)

Haynes accounts brought into Grant through the merger and the accounts that subsequently have been acquired by various branch offices throughout the nation.

"Since it has proved impossible to adjust these conflicts satisfactorily to clients, it appears simply good business to dissolve the merger, with each agency retaining the accounts previously handled. Our decision was completely amicable and was reached solely in the interest of the successful operation of both companies."

■ In New York, Elliott Plowe, president of Grant, gave several reasons for the divorce of Grant and Robinson, Fenwick. He said there is a conflict between products manufactured by Marquardt Aircraft Co., Los Angeles, a Grant client since 1956, and Packard Bell Electronics Co., Los Angeles, a Robinson client. The conflicts did not become an issue until recently, he said.

Mr. Plowe said that the Los Angeles department of water and power, a longtime client of Mr. Robinson's, told Mr. Robinson recently that it wanted its account handled by a "local agency." In addition, Mr. Plowe said, Loma Linda Food Co., Arlington, Cal., which is owned by the Seventh Day Adventists, had objected to Grant's handling two wine company accounts—Amaden Vineyards, San Francisco, and Monarch Wine Co., New York. Loma Linda had been a RF&H account.

■ As for the future, David Fenwick has not decided what he is going to do, Mr. Plowe said. Mr. Fenwick is scheduled to meet with Mr. Plowe next week to discuss plans. As of today, he is still employed by Grant, according to Mr. Plowe.

■ Grant will move back to offices in the Taft Bldg. in Hollywood, and handle local accounts Grant had prior to the merger. These include Marquardt Corp., Dr. Pepper Metropolitan Bottlers, Tidewater Oil International, and Chrysler Airtemp.

Robert L. Dellinger, with Grant since 1956 and a vp since 1958, will head the office as general manager.

■ Robinson, Fenwick & Haynes will continue in its present offices, at 1111 Wilshire Blvd., with these accounts: Los Angeles department of water and power, Packard Bell electronics, Loma Linda Food Co., new product division of Schick, Leo's Quality Foods, Western Federal Savings & Loan Assn., California Dried Fig Advisory Board, and some six others.

At the time of the merger, Robinson, Fenwick was credited with billings of about $4,000,000. Since that time it has lost the Breast O' Chicken account, which was reported to bill $1,000,000. #

Penn Group Offers Ad Package of 33 Pennsylvania Dailies

NEW YORK, Dec. 30—Publishers of 33 Pennsylvania dailies having a combined circulation of 354,228 have come up with a package plan that enables national advertisers to earn a 26.7% discount on 1,000-line ads. The package—called the Penn Group—was announced here today by Bottinelli-Kimball Inc., representative for the dailies.

Under the group plan, an advertiser can buy space via a single-order, one-bill arrangement and may earn a 26.7% discount on a minimum annual insertion of 1,000 lines in each of the group dailies.

The group offers space on an open rate of $2.865 per line, and a 1,000-line rate of $2.10.

■ Newspapers in the Penn Group are:

The *Ashland News; Beaver County Times; Bloomsburg Morning Press; Canonsburg Notes; Corry Journal; Danville News; Doylestown Intelligencer; Gettysburg Times; Honesdale Wayne Independent; Jim Thorpe Times-News; Lansdale North Penn Reporter; Lehighton Leader; Levittown Times-Bristol Courier; Lock Haven Express; Mahanoy City Record-American; McKeesport Daily News; Milton Standard; Monongahela Republican-Donora Herald American; Mount Carmel Item; New Castle News; Philipsburg Journal; Quakertown Daily Free Press; St. Marys Press; Shenandoah Herald; Somerset Daily American; Susquehanna Transcript; Tamaqua Courier; Titusville Herald; Tarentum Valley Daily News-New Kensington Dispatch; Tyrone Herald; Uniontown Herald-Standard; Warren Times-Mirror;* and *Waynesburg Democrat-Messenger.*

TEXAS GROUP SIGNS $1,025,000 IN ADS

DALLAS, Dec. 27—Contracts totaling $1,025,000 worth of space in The Texas Group have been signed to date. The figures were released today by Branham Co., national representatives for The Texas Group.

The figures include contracts for 1961 which have been sold during the seven weeks since the formation of The Texas Group was announced, Nov. 1. #

McGraw-Hill, Dodge Stock Deal Detailed in Report to SEC

WASHINGTON, Dec. 29—Details of the projected McGraw-Hill-F. W. Dodge acquisition were released by the Securities & Exchange Commission today.

McGraw-Hill filed a statement with SEC seeking to register 408,144 shares of common stock and 156,978 shares of $5.50 convertible preferred stock, $10 par. The company proposes to exchange 4⅓ common shares and 1⅔ preferred shares for each of the 94,187 common shares of F. W. Dodge Corp. The statement also includes 156,978 shares which are issuable upon conversion of the preferred stock.

■ The statement reported that F. W. Dodge common is now in the hands of voting trustees, and that the offer is being made to holders of voting trust certificates.

The registration statement noted that with the additional stock, McGraw-Hill will have 4,200,000 shares of $3 par value common stock outstanding. It said the directors of the company are expected to approve a three-for-one stock split at a special meeting Jan. 30, so that 4,200,000 shares of $3 par value common will become 12,600,000 of $1 par value.

■ The statement showed that McGraw-Hill revenues climbed from $76,700,000 in 1955 to $105,800,000 in 1959. For nine months of 1960, revenues totaled $87,000,000, compared with $78,100,000 for the same period a year ago. The company's net income was $6,300,000 in 1955, rising to $8,200,000 for 1959. For nine months of this year, net income is $6,500,000, compared with $5,800,000 for the same period in 1959.

F. W. Dodge revenues increased from $20,000,000 to $27,800,000 in the 1955-1959 period, and in nine months of 1960 hit $15,900,000, compared with $14,800,000 for the comparable period of 1959. Net income was $1,900,000 in 1955, and $2,600,000 in 1959. For nine months of 1960, it has been $1,100,000, compared with slightly under $1,000,000 in that period one year ago. #

North Names Four VPs

North Advertising, Chicago, has appointed four new vps, the first officer appointments in more than a year. They are N. T. Garrabrant, media director; James W. Green, account director; Frank Westbrook, creative director of visuals; and Arnold R. Reisinger, account director in New York.

Lucky Strike Buys TV Baseball

American Tobacco Co., New York, will sponsor the 1961 Boston Red Sox baseball games on tv in Boston and on the Yankee Network for radio. Also ordered for Lucky Strike cigarets is Cleveland tv coverage of the Cleveland Indian games. Batten, Barton, Durstine & Osborn is the agency.

Container's Soft Sell Gets Stiffer; Agency Is Sought

'Great Ideas' Cut Back; Replacement for Ayer Must Be Chicago-Based

CHICAGO, Dec. 28—Container Corp. of America is in the process of selecting a new agency, bringing to an end its 25-year relationship with N. W. Ayer & Son (AA, Dec. 26).

Container Corp., best known in advertising for its "Great Ideas" ad series, has narrowed the field to "three or four" finalists, and will make its selection in mid-January, according to Ralph Eckerstrom, director of advertising and public relations.

Mr. Eckerstrom and William Dempsey, advertising manager, said the move is being made to get a Chicago-based agency, so that the agency's creative people can sit in on ad planning sessions regularly. Ayer's creative service was handled out of Philadelphia.

"We're looking for a creative agency," Mr. Eckerstrom said, "creative not only in its advertising but in its merchandising."

The company is relying on personal visits with agency principals, rather than questionnaires, to select an agency.

"When you look for creativity it comes down to one or two people in the agency," the ad director explained. "Of course the creative person has to have some technical ability with copy or art to communicate his creativity—and the agency has to have the courage to give its creative talent some freedom."

■ Next year, along with changing agencies, Container Corp. will cut back on its "Great Ideas of Western Man" series, which has been running in *Newsweek, The New Yorker* and *Time.*

The ad schedule calls for 13 insertions in *Time* and ten insertions in *Newsweek*. Half of these will be "Great Ideas" ads; the other half will contain more direct "sell."

"The 'Great Ideas' series has done a wonderful job for us," Mr. Eckerstrom said. "It has helped sell the company by playing up our knowledge of design. But we need to show that we are hard-hitting and sales minded as well.

"We want to talk about other things in addition to design—our marketing, machinery, research, and the materials we use."

■ In addition to the "Great Ideas" series, the company runs trade ads in from 25 to 40 publications each year. The total space budget is between $400,000 and $500,000, with perhaps twice that amount going into collateral material. Much of the latter is turned out by the company's own advertising department (about 12 people), although the agency often helps to develop ideas.

The "Great Ideas" series was conceived by the late Walter Paepcke, chairman and chief executive officer of Container Corp., who died last spring (AA, April 18). Mr. Paepcke, widely known as a patron of the arts, had featured modern art in his advertising since the '30s. The series won for him the title of "Industrial Advertising Man of the Year" in 1955, although *Industrial Marketing*, in bestowing the title, noted that he had, in fact, never been an adman.

Connah Named Senior VP

Tucker Wayne & Co., Atlanta, has named Douglas D. Connah senior vp. Mr. Connah has been with the agency since 1938.

Industrial Equipment News IEN
THOMAS' REGISTER
Q-Z
G-P
A-F
IPC
PACKINGS OIL SEALS
REX
the best in electrical distribution and control equipment
FPE

PORTRAIT OF A BUYER WHO SEES WHAT HE WANTS

Notice the expression on the young man's face. For a few minutes he's a hero—until the next buying problem comes along. This goes on all day. But he can repeat the hero-routine whenever he wants—because Thomas' Publishing gives buyers the product information they need, right when they need it.

To provide buyers with product news and information, Thomas produces a monthly tabloid called Industrial Equipment News. IEN does more than announce, it describes products in detail and uses cutaways and how-it-works drawings to make the story clear.

Then, to cover 75,000 different product classifications and tell who makes the products, Thomas produces a huge, four-volume directory, Thomas Register. TR is the most complete industrial directory in the world. Which explains why industrial buyers refer to TR 70,000 times a day.

Make sure buyers know about your products, too. Advertise in IEN and TR. They're published by Thomas, product information headquarters for men who buy.

THOMAS
PUBLISHING COMPANY
Product Information Headquarters
461 EIGHTH AVENUE, NEW YORK 1, N. Y.
Phone: OXford 5-0500

There is nothing harder to stop than a trend.

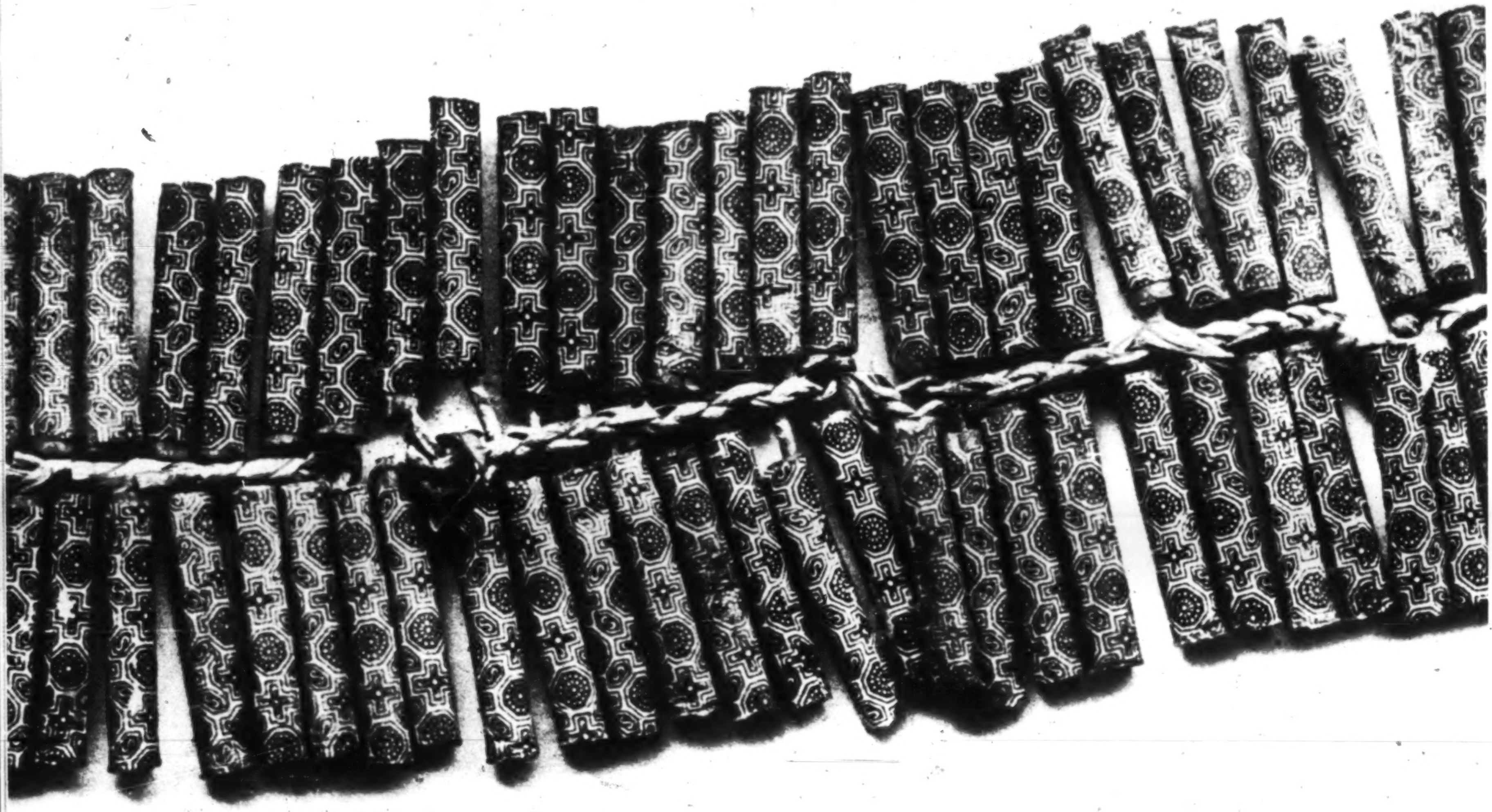
Particularly, a trend like the one we have in mind: ABC's move to the top in network television viewing.

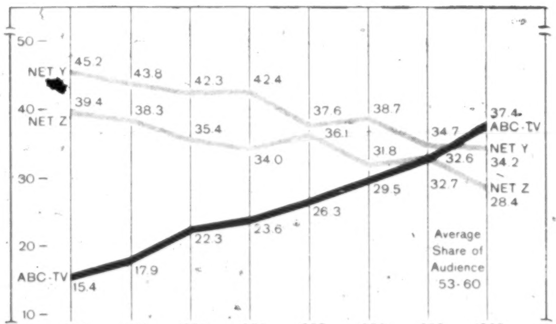
For, this trend, as the chart-minded will note on the right, started trending back in 1953, gained momentum each successive year and, significantly, scored its sharpest advance in 1960.

Note also that this activity has been charted, Nielsen-wise, in the country's largest *competitive* television arenas. In precisely those key market places where *all 3* networks put their best show business foot forward for the choice of the Viewers. And where the Viewers (also known as Dial Twisters) by their choice separate the best from the rest.

Note, most importantly, that this trend is here to stay. It is the inevitable result of an irresistible programming force. Namely, trend-*making*—not trend-following. Namely, a consistent record of coming up with the newest twist for the Dial Twisters.

As in westerns: *Maverick*. As in private eyes: *77 Sunset Strip*. As in law and disorder: *The Untouchables*. As in comedies, this new season: *The Flintstones*. As in public service programs, with the most ambitious visual history project ever: *Winston Churchill: The Valiant Years*.





The explosive action of this audience trend is triggering, as it must, an equally dynamic sponsor reaction. ABC-TV billings zoomed another 30% in 1960—far outstripping the industry's growth rate.

In view, then, of the trend's known direction and velocity, wouldn't 1961 be the year to go with it . . . and make ABC your first choice?

Watch ABC-TV in '61...
more and more people will

*Source: Nielsen 24 Market TV report week ending December 4, 1960, vs. multi-network area reports for similar periods previous years. 6:30-11 PM Sun., 7:30-11 PM Mon.-Sat.

The Editorial Viewpoint . . .

Climate Bad, But Performance?

Reading through the report in this issue by AA's Washington editor, on what to look for under the new administration, a wry comment which we have uttered many times in the past comes inevitably to mind:

> The Democratic party is supposed to be "anti-business," while the Republican party is definitely "business-minded." Nobody bothers to dispute these designations. Yet, why is it that business always seems to have more trouble under a "business-minded" Republican administration than under an "anti-business" Democratic administration?

The comment comes to mind from our Washington editor's reminder that "'an aggressive enforcement policy at the regulatory agencies actually would not represent a drastic break with the past," and his long catalog of the offensive actions taken against various phases of marketing and advertising by varied groups in the Eisenhower administration.

It seems almost as though the situation is something like this:

The Republican party is commonly conceived of as the "big business" party. Therefore, if it gets into office, one of its principal concerns is to prove that the designation is unfair, untrue and unkind, and that it is just as much the party of the "common people" as any other party. Hence, the administration must bend over backward in at least some areas to "prove" that it is not the slave of big business. Hence, trust busters must work actively and efficiently to clobber business. Hence, the Department of Commerce must act as though it were anything but a spokesman for the business community. Hence, the Postmaster General must continually inveigh against the improper privileges of the press, someone else must blast away at private utilities' advertising, and so on . . . almost endlessly.

The Democratic party, on the other hand, has already proved its affinity for the common people, not only with ringing denunciations by politicians of "everything that big business stands for," but with dialectic assaults addressed to the intellectuals of all stripes, "proving" that our whole system of private enterprise is essentially a rotten apple which ought to be chucked out with the other garbage. Standing on such firm ground, the Democratic administration can afford to put a "conservative Republican" in to manage its fiscal policies, and to give business a little head room, just to demonstrate that it ain't really mad at anybody . . . the while its top economic advisor reiterates his belief that we are wasting our substance.

Maybe our "reverse world" concept of government is, like everything else, too pat. But we thought it worth mentioning as we go into a new year and a new administration, just as a little ray of hope—there is always the possibility that business will scream more and dislike the "climate" heartily, but not actually get hurt any worse under one administration than the other.

Licensing Advertising Agencies

Sydney R. Nemarow, president of Nemarow Advertising Agency, New York, has raised once again the suggestion that advertising agencies ought to be licensed.

"It would be in the public's best interests for the various state governments to set up boards of review that would issue licenses to practice advertising and public relations only to those who are qualified by schooling and character," he told a women's club last week.

Under his plan, you'd need a B.S. or B.A. degree from an accredited college or university, with a major in English, journalism, economics or sociology, to get a license, and thereafter the adman or pr practitioner would undergo an examination which should be equal in scope and depth to those given lawyers, physicians, architects and other professionals, Mr. Nemarow suggests.

Well, it's a thought. But in our opinion not a very good one. Its only virtue is the common virtue of many things today: Solve all your problems by passing a law.

There are any number of people who are just dying to "professionalize" advertising, and clearly, adoption of licensing and examinations for practitioners would be a long and perhaps fatal step in that direction. But most serious students of advertising do not believe that advertising should be a "profession," in the sense of the trappings that have been placed around some of the professions.

Advertising is and ought to be, of and in the marketplace. It cannot afford to be on some "high professional plane." It is not a profession, and there is no present indication that anything useful will be served by trying to make it one.

Advertising men are—or ought to be—business men. They ought to be competent, ethical, sensible business men. Maybe some time they will achieve professional rank, but at this moment in history licenses and examinations for advertising and public relations people would be a farce.

No one knows for sure what to ask them in the examinations.

Gladys the beautiful receptionist

—Darrell White, Harry M. Miller Inc., Columbus, O.

"He was made head man of the Congo office right after he suggested 'the waist makers' as a slogan for our new candy bar."

What They're Saying . . .

Ad[illegible]n Catch It Again

Read a fascinating piece by Jacques Barzun in *Harper's* in which he pointed out that the two big fads to which we are paying lip service today are research and creativity. I don't mean that the real things are fads, but the posturing and imitations are. . .

The great debauchers of these two honored titles are the admen. When one hears the breathless news of a scientific breakthrough, one might expect some new antibiotic, or a specific for arthritis. But the chances are it refers to a new filter or new method of being regular. . .

—Thomas E. Murphy's column in the Hartford Times.

Problem of Abundance

An urgent problem spawned by abundance seems to me to be that of reconciling the abundance with the leanness and toughness that would seem to be required to successful national survival in the gangster world in which we live. History seems to suggest pretty strongly that the peoples that get rich and fat get knocked off by those that are lean and hungry. How we can be sure of escaping that fate strikes me as one of the most perplexing problems precipitated by abundance.

—Dexter M. Keezer, economic adviser, McGraw-Hill, and 1960 Edward A. Filene lecturer at Roosevelt University, Chicago, in the first of a series of four lectures.

Parental Control Needed

We know there is too much blood and violence on television; at least from the point of view of a parent concerned about his children. We have deplored such programs before, in these pages. But we have little sympathy for the parent who blames the network for his own failure to control the child's viewing habits and other habits. Adequate parental control may not be easy, but it cannot be shirked by merely shifting the blame to the networks or anybody else.

—"Baker's Dozen," newsletter published by Lynn Baker Inc., New York.

Advertising Age

Trademark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

The latest story about Evansville's most famous product says that there is now a Metrecal shampoo—designed for fatheads, of course.

•

Miss Clairol certainly gets the breaks. Now the newspapers have come out with a story which says that Mrs. John F. Kennedy, the next occupant of the White House, colors her hair.

•

Marlboro cigarets and *Sporting News* chose Norm Van Brocklin as the National Football League player of the year, even before he demonstrated it in the championship playoff with the Green Bay Packers.

•

"How far should program content and balance be determined by the rating service appraisal of audience size?" ask the investigators of the House legislative oversight committee.

It depends on whether they want advertisers to continue to foot the bills.

•

A number of advertising personalities who used to be in show business were pictured by AA as a lot thinner at that stage of their careers, but of course they're eating regularly now.

•

Alex Dreier has swiched his news program in Chicago from NBC to ABC, thus demonstrating that in fact as in name he's the "Man on the Go."

•

Pall Mall held its lead in cigaret sales in 1960, reports the world's greatest advertising journal, and at least some of the credit goes to Wells-Fargo's Dale Robertson, who continually insisted, "It's *my* cigaret."

•

"All big accounts on fee basis in five years: Ogilvy."

And the tea leaves predict that practically all media will still be using the 15% agency discount system.

•

"Promise her anything, but give her Arpege," was one of the most intriguing holiday commercials, but wary husbands knew that what they promised they had better be prepared to deliver.

•

If automobile dealers move the 1,000,000 cars now in inventory, the industry will sell a lot more than the 5,800,000 units forecast for 1961 by the conservative Department of Commerce.

•

E. B. Weiss says economists can't predict the future unless and until they can anticipate the unanticipated.

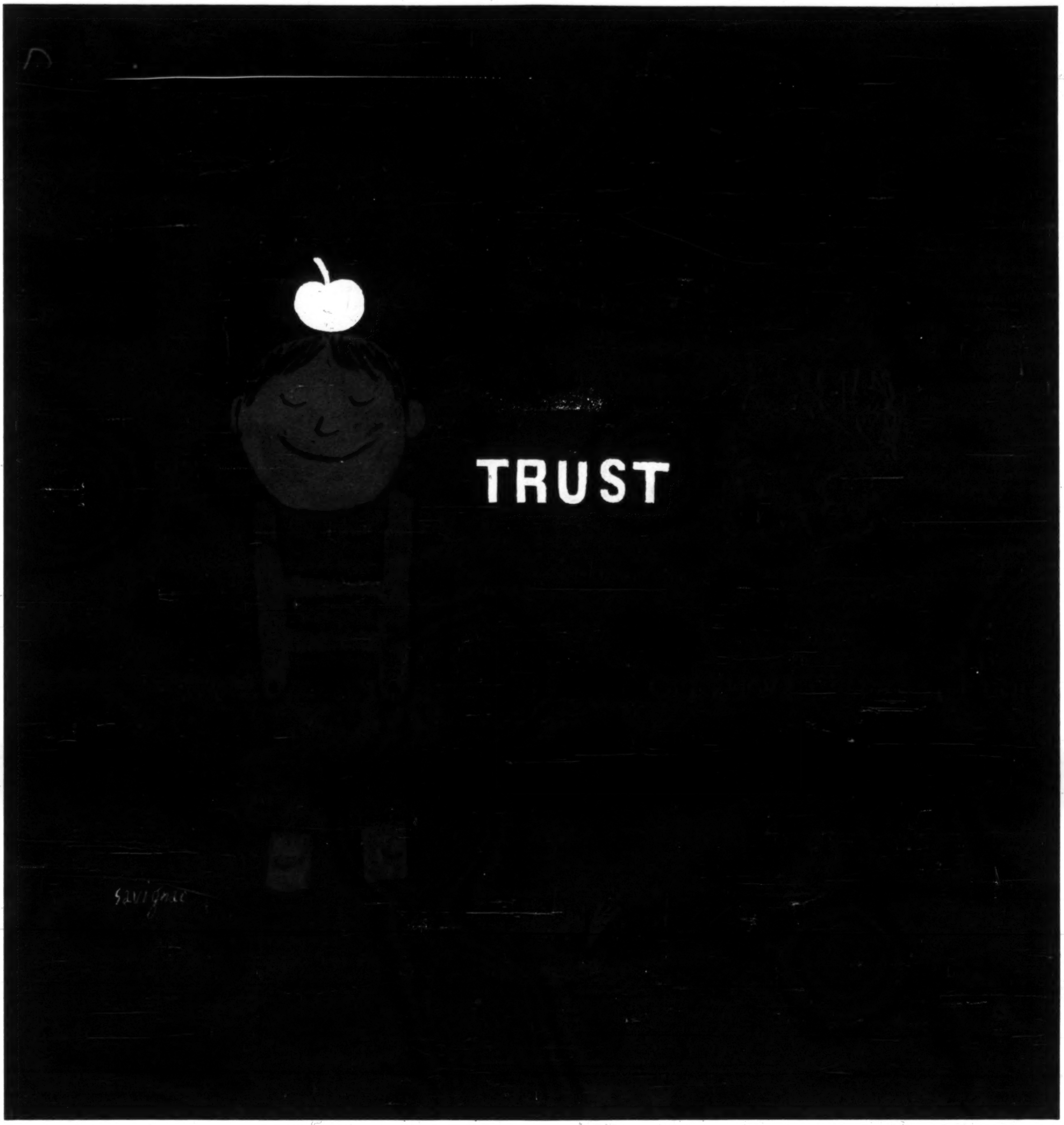
Maybe that explains the liberal use of "but," "however" and "nevertheless" in their forecasts.

•

"Use the media that completely covers this market," says a newspaper ad.

Somehow or other, media people are about the only ones who haven't been informed that "media" is a plural noun.

COPY CUB.



In the Greater Philadelphia market, The Evening and Sunday Bulletin is a trusted family friend, invited into the home day after day.

The pages of this newspaper reflect the character, desires and spirit of its readers. The Bulletin and the people of Philadelphia understand each other.

What does this mean to advertisers? It means that, in the growing seven billion dollar Greater Philadelphia market, your sales message in The Evening and Sunday Bulletin enjoys a unique and extra "bonus" . . .

You buy belief when you buy The Bulletin!

THE PHILADELPHIA BULLETIN A member of MILLION MARKET NEWSPAPERS, INC. Advertising Offices: New York 17, 529 Fifth Ave.; Chicago 1, 333 N. Michigan Boulevard; Detroit 2, New Center Building; Los Angeles 5, 3540 Wilshire Boulevard; San Francisco 4, 111 Sutter St. ***IN PHILADELPHIA NEARLY EVERYBODY READS THE BULLETIN***

Honeywell Puts Off Hunt for 'Emeritus' Chief Copywriter

MINNEAPOLIS, Dec. 27—Minneapolis-Honeywell Regulator Co., which last January ran a classified ad in ADVERTISING AGE seeking a retired or retiring copywriter with at least 20 years' experience (AA, Feb. 1), said that it has not yet hired such a person, but is still pursuing the possibility.

What the company wants is a "copy chief emeritus" to counsel creative people in the 80-man sales promotion department and upgrade the young creative talent in the department.

Herb Bissell, Honeywell vp, said the company has not abandoned its search for such a person, although the post has been "plugged" on a temporary basis.

■ "We had an unusual response to the ad," Mr. Bissell said, "if not in quantity, at least in quality. The ad also created widespread editorial comment regarding retirement programs which retire creative people before they've lost their creative edge.

"We received a number of responses from top people in the field—some of them well known—and we intend to follow up on this later, although our immediate needs are filled." #

ABC to Open New York Office

Audit Bureau of Circulations, Chicago, will open a member service in New York early this year, in which files of ABC reports and current ABC educational media will be maintained, along with facilities for their use. In addition to functioning as an ABC information center, personnel in the new eastern office will call on advertisers and advertising agencies to review ABC services, the value of ABC reports, and to interpret ABC functions and practices.

Goodyear Buys Latin TV

The Central American Television Network has signed the Goodyear Tire & Rubber Co. for 52-week sponsorship of "The Man & the Challenge." Making up the network are tv stations in Guatemala, El Salvador, Costa Rica, Honduras and Nicaragua, along with ABC International, division of American Broadcasting-Paramount Theatres.

HE CAN HELP YOU

If you're looking for fast Direct National Distribution

Barney Kingston, Merchandising Director

Don't be fooled by the "outlet map" on your wall! It's one thing to put your product in stores—it's quite another to move it.

If your product or service lends itself to personal selling—whether in a home, office, store, institution, service station, etc.—it will pay you to investigate the booming $9½ billion DIRECT SELLING FIELD. Manufacturers and agency executives often amazed to learn how easy and inexpensive it is to move merchandise through modern direct selling—in ALL counties of the 50 states and in the provinces of Canada.

Let us analyze your product or service without obligation on your part. If your product has potential in our field, we submit 35-year sales-tested plan for consideration; sample plan starts 50 new companies every month . . . many of which now do from $250,000 to more than $12½ million annually..

Send factual data to our Merchandising Director, Barney Kingston, Dept. P-120, Salesman's OPPORTUNITY Magazine, 850 North Dearborn Street, Chicago 10, Ill.

DCS&S Boosts Seven

R. Richard Carens, vp and account supervisor on Eastman Chemical Products at Doherty, Clifford, Steers & Shenfield, New York, has been promoted to director of marketing and retail promotions on the account. He will be succeeded as account supervisor by Jack Benoze, account executive for the Eastman account, who also has been elected a vp. Doherty, Clifford also has promoted Rita Venn, with the agency since 1944, to print media supervisor; Robert Widholm, with the agency since 1956, to broadcast media supervisor; and Kenneth S. Oshan, John Rothschild and F. Richard Olsen to assistant media supervisors.

Fram Corp. Names Wiegand

John A. Wiegand, formerly sales promotion manager of Otto Bernz Co., Rochester, N. Y., has been named sales promotion and advertising manager of Fram Corp., Providence, R. I., filter manufacturer. Day Sandstroem, who joined Fram two years ago, has been named assistant advertising and sales promotion manager.

Johns-Manville Sets Drive

A campaign promoting Johns-Manville Corp.'s Hyflo and Hysweet filter aids to dry cleaners includes a special mailing to all dry cleaning operations in the U.S. It is designed to assist the cleaners' suppliers by offering free technical information.

Woodland Joins BPA

Paul Woodland, promotion manager of WGAL and WGAL-TV, Lancaster, Pa., has been named editor-in-chief of the monthly idea bulletins published by the Broadcasters' Promotion Assn., New York. These bulletins go out to the association's 350 members.

JOSEPH B. MASON, Editor of American Builder and leading spokesman for the industry, directs a continuing program to make each annual *Buyers Guide* the most comprehensive, easy-to-use source for modern builders. The 1961 Buyers Guide will offer more new material, including five separate directories, to answer virtually every question in light construction today.

"We've shipped 209,275 sales leads to date from the last BUYERS GUIDE ...and they are still coming in"

"Reader Service reply cards are included with the American Builder *Buyers Guide* to make it easier for builders to order manufacturers' catalogs they *actively* want. By the end of November we'd passed on to manufacturers over 200,000 requests—*the equivalent of one sales lead from every builder in America* ... all from the 1960 *Buyers Guide.* And Reader Service cards are still coming in—eight months later—four months before the 1961 Buyers Guide will be issued.

"This impressive total sets a new record for Buyers Guide response. And it indicates, we think, even greater *direct response*—direct requests from builders to manufacturers, their representatives and dealers—direct orders and sales—all impossible to count, but vital to buying.

"These continuing returns of Reader Service cards also show that American Builders Buyers Guide is used—not just once or twice—but *52 weeks a year.* We feel the 1961 American Builders Buyers Guide will fulfill its mission even more successfully: to make it even easier for builders to *plan* and *buy* faster and more efficiently."

Joseph B. Mason

Editor
AMERICAN BUILDER

Ludgin Names Three

Earle Ludgin & Co., Chicago, has appointed George J. Goldberg executive art director and Earl E. Kraft, formerly controller, treasurer. In addition to his new duties, Mr. Goldberg will continue as creative art director on specified accounts. At the same time, Lester M. LaPole has joined Ludgin as an account executive. Mr. LaPole was formerly an account executive of Grimm & Craigle.

Elanco Names Henderson

Henderson Advertising Agency, Greenville, S. C., has been named to handle advertising for a new line of lawn and garden chemicals by Elanco Products Co., Indianapolis, division of Eli Lilly & Co.

Molly Pitcher to Western

Molly Pitcher Wines, Harbert, Mich., has appointed Western Advertising Agency, Chicago, to handle its advertising.

WEBR Aims to Have Listeners Singing Its Records, Jingles Too

BUFFALO, Dec. 27—The "sing-along" programming pattern started two months ago by WEBR here is beginning to catch on in other parts of the country.

Bill Schweitzer, programming and promotion chief of WEBR, reports that the new format, which calls for the scheduling of sing-along records throughout the day except at news time, has been adopted by WMNI, Columbus, and will soon take over at WMIL, Milwaukee. The pioneer sing-along station reports it supplied these stations with information and material.

Local business at WEBR, according to Mr. Schweitzer, has been greatly stimulated by the new programming excitement, with sales up about 90% over November and December, 1959. The impact has not yet been felt in the national spot area.

Sing-along commercial jingles are running for Wild Irish Rose Wine Co., Rochester, and Hass Bakery, Buffalo. Similar campaigns for other advertisers are in preparation.

To push the new programming effort, WEBR's newspaper ads have carried copies of the sing-along lyrics, and contests are being built around the new programming to boost listener interest. #

Calgon Plans Heavy Push

Calgon Co., Pittsburgh, will use all three tv networks and *Reader's Digest* for its 1961 promotion, the largest in its history. The company has signed the "Jack Paar Show" on NBC for the third consecutive year and has added the "Art Linkletter House Party" on CBS and daytime programs on ABC. Local market tv and newspapers will also be used in the campaign.

ANNOUNCING
APRIL, 1961
AMERICAN
BUILDER

- **The only complete buyers' reference**—the standard industry source book for manufacturers, products, brand names and technical data!
- **Used once or more a month** by over 80% of builders surveyed—giving advertising extra long life—at no extra cost!
- **Used to make purchasing decisions**—builders use Buyers Guide to plan and buy—giving your ad perfectly timed exposure!

BUYERS GUIDE ISSUE

More facts—faster! Here in one quick "thumb-through" reference businessmen builders find *what* to use... *how* to use it... *who* makes it.

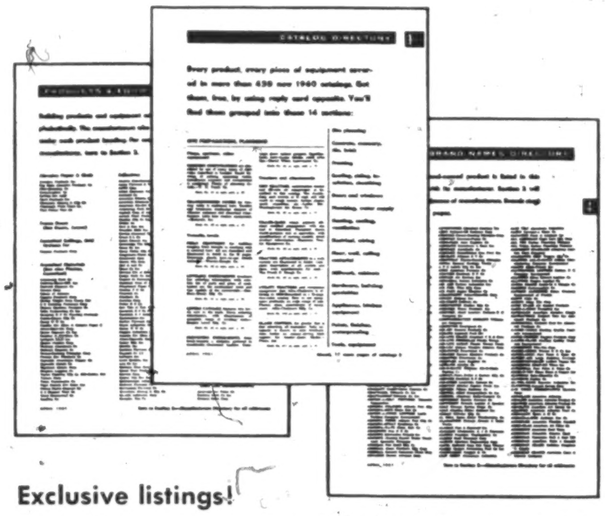
Catalog Directory and American Builder Reader Service cards produced over 200,000 sales leads for manufacturers in 1960!

Three Directories help builders select products: Manufacturers' Directory lists names and addresses of every manufacturer serving the industry; Product Directory and Brand Name Directory tell builders who makes what!

Technical Data Section includes 12 categories of basic modern building techniques covering every phase of light construction—to help 100,000 building professionals *plan* better and *buy* wisely!

American Builder
1961 Buyers Guide
WHAT to use HOW to use it WHO makes it

ELEVENTH
ANNUAL ISSUE



Exclusive listings!
Only the American Builder Buyers Guide gives builders Directories of catalogs, products and brand names!

PUBLISHING DATE: APRIL, 1961
CLOSING DATE FOR ADVERTISERS:
FEBRUARY 25, 1961
ABC PAID CIRCULATION 109,110

The Business Magazine for Builders
American Builder
A SIMMONS-BOARDMAN PUBLICATION
30 Church Street • New York 7, N. Y.

It takes a different
approach to
"BOWL 'EM OVER"
in the nation's 2nd
most important market

When your advertising must be confined to the top 10 markets for policy or budget reasons, remember that the Los Angeles-Long Beach Metropolitan area presents a different problem advertising-wise than in most of the others. You **must** reach the important Long Beach "half" for effective sales presentation of your product.

You can't do it with Los Angeles newspaper advertising because not one of these dailies reaches even 1 out of 11 Long Beach homes. In fact, all of them together (disregarding possible duplication) reach less than 1 out of 4.

You can do it effectively and economically with the Long Beach Independent, Press-Telegram which covers nearly 7 out of 10 homes in this market of over half a million people.

ASK THE RIDDER-JOHNS MAN
FOR THE DETAILS

Source: Audit Bureau of Circulations Reports, March 31, 1960.

Independent
Press-Telegram
Morning Evening Sunday
LONG BEACH, CALIFORNIA
THE INTERNATIONAL CITY
Represented nationally by
RIDDER-JOHNS, INC.
MEMBER METRO COMICS GROUP

GROWTH!

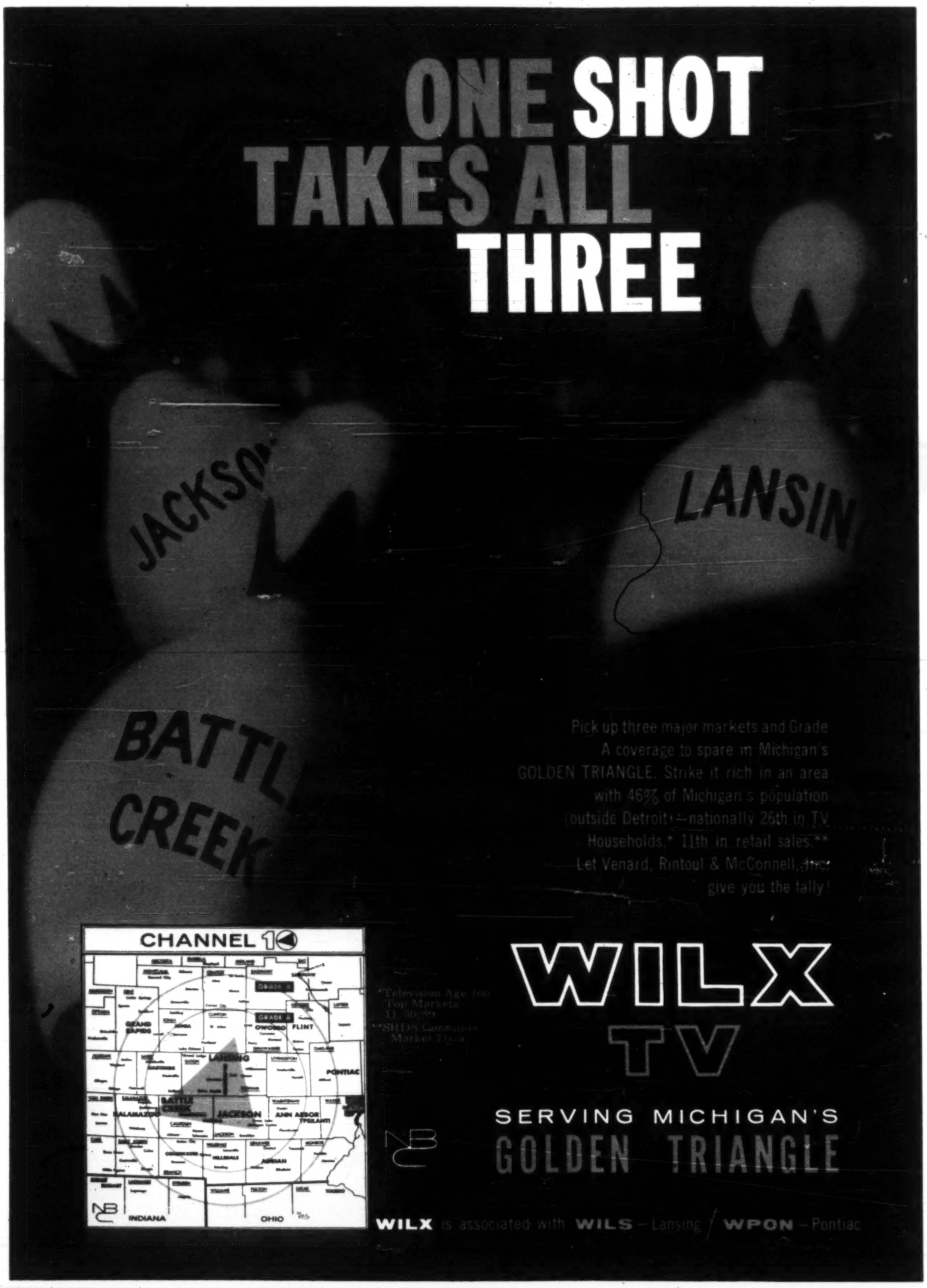
PENOBSCOT COUNTY Leads The State in Population Gains. 1960 Census Bureau Preliminary Reports Show Penobscot and Aroostook Counties Out in Front.

POWERFUL
Powerful because
it produces . . .
Produces because
it delivers the
LARGEST
FAMILY
COVERAGE
By ANY
MAINE DAILY

Bangor and Northeastern Maine are doing just fine.
A solid foundation for progress and continued growth has been firmly established. This is like money in the bank for merchants, wholesalers, and service firms catering to consumer needs in Northern and Eastern Maine.
These untapped sales can be reached most economically *only* through the area's single *big* advertising medium.

Daily Circulation Over 75,000

Bangor Daily News
Maine's Largest Daily Newspaper
Represented by Johnson, Kent, Gavin, & Sinding, Inc.



ONE SHOT TAKES ALL THREE

Pick up three major markets and Grade A coverage to spare in Michigan's GOLDEN TRIANGLE. Strike it rich in an area with 46% of Michigan's population (outside Detroit)—nationally 26th in TV Households,* 11th in retail sales.** Let Venard, Rintoul & McConnell, Inc. give you the tally!

*Television Age 100 Top Markets 11/30/59
**SRDS Consumer Market Data

WILX TV
SERVING MICHIGAN'S
GOLDEN TRIANGLE

WILX is associated with WILS—Lansing / WPON—Pontiac

Marketing Execs 'Need Many Hats,' AA Study Shows

NEW YORK, Dec. 27—What do you do when you are vp in charge of marketing?

A national survey by ADVERTISING AGE disclosed that better than nine out of every ten vps in charge of marketing have duties which embrace advertising, sales, merchandising, pricing, market research, dealer relations, and contacts with ad agencies.

About 75% are concerned with product development; 65% deal with pr; and none is involved in manufacturing, although one marketing vp has manufacturing people reporting to him.

Questionnaires were sent to a list of 96 vps primarily in the food, drug and industrial manufacturing fields. There were 37 returns, an above-average 40%, and they revealed conclusively that a marketing vp is much more than just another name for the advertising director.

■ As more companies adopt this relatively new title, along with it goes an area of operations which might be second only to that of the president. In fact, 95% of the replying marketing vps said they report to the company president; 3% to the exec vp; and one man each, to the general manager and to the board of directors.

Here is a breakdown on top areas of responsibility as checked off by the respondents: Advertising and market research, each 100%; advertising agency selection, 99%; sales promotion and merchandising, each 98%; advertising agency liaison, 97%; sales administration and pricing, each 95%; and dealer relations, 93%.

More than a dozen respondents added comments to their questionnaires. W. A. Moore, Best Foods division of Corn Products Sales Co., said: "Our setup differs from many other companies' in that we have four men with this title, each handling a group of products."

■ G. W. Carrington, whose former title at Morton Salt Co., Chicago, was director of advertising, said he now has over-all responsibility for all the functions listed in AA's questionnaire, except manufacturing, but "as a practical matter, they are run by a number of individuals who report to me."

Charles C. McPherson, whose old title at Stanley Home Products, Easthampton, Mass., was director of marketing and merchandising, said his present job involves being a member of the pr committee, a member of the sales staff and chairman of the sales planning committee and serving on the board of directors. He also serves on the administrative or executive committee and is board member in seven subsidiary companies.

Victor P. Buell of Archer-Daniels-Midland Co., Minneapolis, said he was also responsible for "sales training, long-range planning, civic affairs and community and governmental relations."

■ R. C. Shropshire of the Nestle Co., White Plains, added that pr is a corporate function but product publicity lies within his marketing jurisdiction; also sales training and new products, if distinguishable from product development and distribution services like billing, warehousing and traffic.

Several others said their role in product development was partial, usually coming after the product's release from the research and development staff.

Howard Dick, of Minute Maid Corp., Orlando, summed up his job: "You need many hats!" #

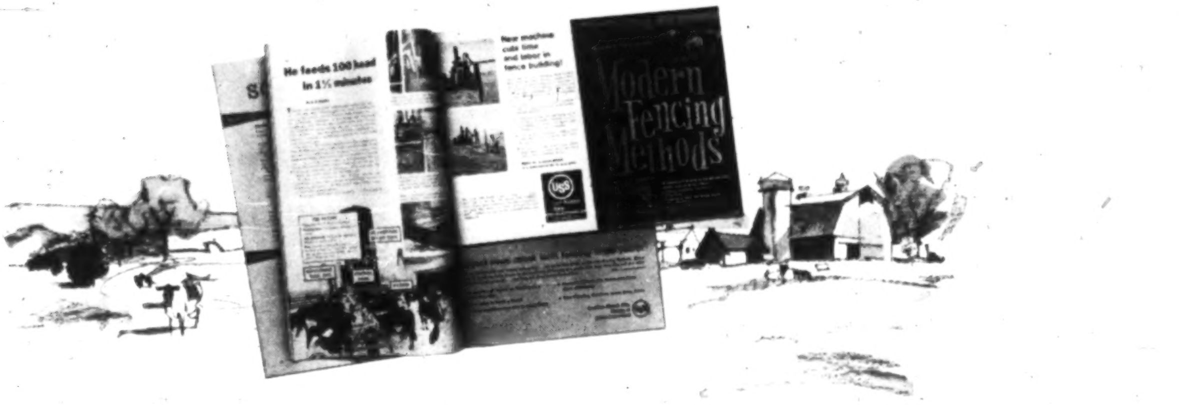
Bresnick Adds Mr. Boston

Bresnick Co., Boston, has been named agency for Mr. Boston Distiller Inc., effective Jan. 2. Hoag & Provandie is the previous agency of record. Jonathan Harris, formerly a copy supervisor at Doherty, Clifford, Steers & Shenfield, New York, has joined Bresnick Co. as copy chief.

FULL COLOR POST CARDS & BUSINESS CARDS

From original transparencies within 6 to 8 weeks in quantities of 1,000 upwards. Write for our complete line, based on 35 years of continuous service to the photographic industry.

THE GROGAN PHOTO COMPANY
Dept. AA
Danville, Illinois


He feeds 100 head in 1½ minutes
New machine cuts time and labor in fence building!
Modern Fencing Methods

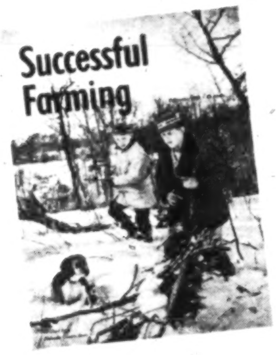
And 9% had already bought the products advertised!

In the April 1960 issue, United States Steel ran an insert—pocket size, four-color, with a two-color page facing. Title: Modern Fencing Methods. Contents: Fencing—problems, how to build, products. In the third week after issue, a readership check by National Field Service, a division of Alfred Politz Research, Inc., showed: 72% of the men readers interviewed recalled the advertisement; 37% intended to use the ideas in the insert; *9% said they had already bought the U. S. Steel products advertised*—and 13% said they intended to!

Good advertising still gets exceptional results in an exceptional medium, such as SUCCESSFUL FARMING. This magazine is no time filler or time killer, no entertainment item, but bread and butter business to its farm family subscribers. Every issue carries methods plans, case histories, actual instances that save work, time and money, increase production, help homemakers, add to family comfort and convenience.

SF has been helping the country's best farm families earn more, live better, for 58 years. It has earned an influence unmatched by any other medium. It is read, studied, believed. It *sells*—farm equipment, new houses and furnishings, modern kitchens and bathrooms and insurance and securities. It sells one of the world's best class markets—with an estimated annual average cash farm income about 70% above the national average. With 1,300,000 circulation it covers a big market.

If you have to sell more this year, get SUCCESSFUL FARMING to help you sell. Any SF office can tell you more.



SUCCESSFUL FARMING . . . Des Moines, New York, Chicago, Atlanta, Boston, Cleveland, Detroit, Los Angeles, Minneapolis, Philadelphia, St. Louis, San Francisco.

TEA LEAVES IN CHINA?
NO... COUNT OF Elks ARTICLES BY NOTED WRITERS!

Elks Magazine Editorial Profile:

Business, travel, current events, hunting and fishing, "do-it-yourself"... these are some of the topics that, in addition to fraternal news, whet the reading appetites of 1.2 million Elks every month.

Add an interesting array of fiction, plus articles on sports or matters of national importance... that's a general outline of The ELKS Magazine.

This appealing editorial package, penned by noted writers, invites readership... provides the right setting for your advertising. It's the best way to sell the #1* men's market.

**1960 Starch Report . . . ask your local ELKS Representative to show you a copy.*

THE Elks MAGAZINE

New York, 386 Fourth Ave.
Chicago, 360 N. Michigan Ave.
Los Angeles, 1709 W. 8th St.

YOU MAY NEVER WRITE 67 MILLION WORDS*—

BUT... A Few Well-Chosen Words On WKZO-TV Move Merchandise In Kalamazoo-Grand Rapids!

NSI SURVEY—GRAND RAPIDS-KALAMAZOO AREA
October 17-November 13, 1960

Quarter Hours in Which Stations Deliver Most Homes

	No. of Quarter Hours		Per Cent of Total	
	WKZO-TV	STATION B	WKZO-TV	STATION B
Mon. thru Fri.				
7:30 a.m.-Noon	55	25	68.7%	31.3%
Noon-6 p.m.	70	50	58 %	42 %
Sun. thru Sat.				
6 p.m. 9 p.m.	72	12	85.6%	14.4%
9 p.m.-Sign off	110	3	97.3%	2.7%

**Grantland Rice is credited with having written 67 million words during his long sports writing career.*

Here are a few of the reasons why WKZO-TV and the Kalamazoo-Grand Rapids area should be first-line choices on any advertiser's schedule.

Both Kalamazoo and Grand Rapids are among the 55 fastest-growing markets in population and households (source: Television Magazine), and WKZO-TV is the overwhelming leader in this big, on-the-go market. WKZO-TV delivers an average of 103% more homes per quarter hour than Station B, Sunday through Saturday, 9 p.m.-midnight (NSI—Oct. 17-Nov 13, 1960)!

Depend on WKZO-TV for effective coverage of Greater Western Michigan. *And if you want all the rest of Michigan worth having, add WWTV, Cadillac, to your WKZO-TV schedule.*

The Fetzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
WWTV — CADILLAC-TRAVERSE CITY
KOLN-TV — LINCOLN, NEBRASKA

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

Getting Personal

Kenneth T. Hurst, advertising and promotion manager of Hawthorn Books, is on leave of absence until April 1, visiting Burma on behalf of the State Department. He is advising the Burma Translation Society on American book sales promotion methods . . .

In the January *Esquire*, **Frank Armstrong,** president of Communications Affiliates, a division of McCann-Erickson, forecasts that the "organization man" will be pushed aside by the "change seekers" in the next decade. Some of the changes by 1970 according to the Armstrong crystal ball: Global color tv, cooking by radar, clothing cleaned in the home closet by sound waves . . . At McCann-Marschalk, another McCann division, **Donald Coleman,** account executive for the New York Coca-Cola bottlers, is recuperating from an operation to remove a ruptured disc . . .

During New York's biggest storm of the year, **Lloyd Venard, Jim McConnell** and **Steve Rintoul,** the principals of Venard, Rintoul & McConnell, station representative, turned news men on Dec. 12 to record minute phone descriptions of the city's snow troubles for the stations they represent. Other eye-witness accounts were provided by salesmen **Gil Miller, Bob Miller, Paul Campbell, Brock Peterson** and **Len Troneck . . .**

Vaughn Morgan Lightcap Steck

AD CLUB PLANNERS—*Poor Richard Club officials discuss Ben Franklin Day ceremonies in Philadelphia Jan. 17 with William S. Vaughn, president of Eastman Kodak Co., who will be honored as Gold Medalist by America's oldest ad club. Planners are A. E. Morgan, Poor Richard president; Albert Y. Lightcap, general chairman for the day; and Jack Steck, producer of the evening show.*

Milestones—**Mrs. Fran Harris,** women's editor of Radio Station WWJ, Detroit, and president of the Women's Ad Club, marked her 30th year in advertising with a special Fran Harris Day staged by the ad club and other civic groups. Among presentations was a gold key given her by Mayor Louis Miriani and a gold watch with 30 diamonds from her advertising friends . . . **John Koch,** secretary-treasurer of Peoria Transit Advertising Co., a division of O'Ryan & Batchelder, recently was given a testimonial dinner in honor of his half century in the ad business . . .

Carol Lavine is engaged to **Irwin A. Spiegel,** in the research department of Broadcast Advertisers Reports, New York . . . And out on the West Coast, **Darrow Davenport,** a switchboard operator with BBDO's Los Angeles office was married Dec. 20 to **Jimmy Fidler,** Hollywood newspaper and radio reporter . . .

For the second consecutive year, **Lee H. Bristol,** chairman of the board of the Bristol-Myers Co., has accepted the chairmanship of the special gifts campaign of the National Conference of Christians & Jews . . .

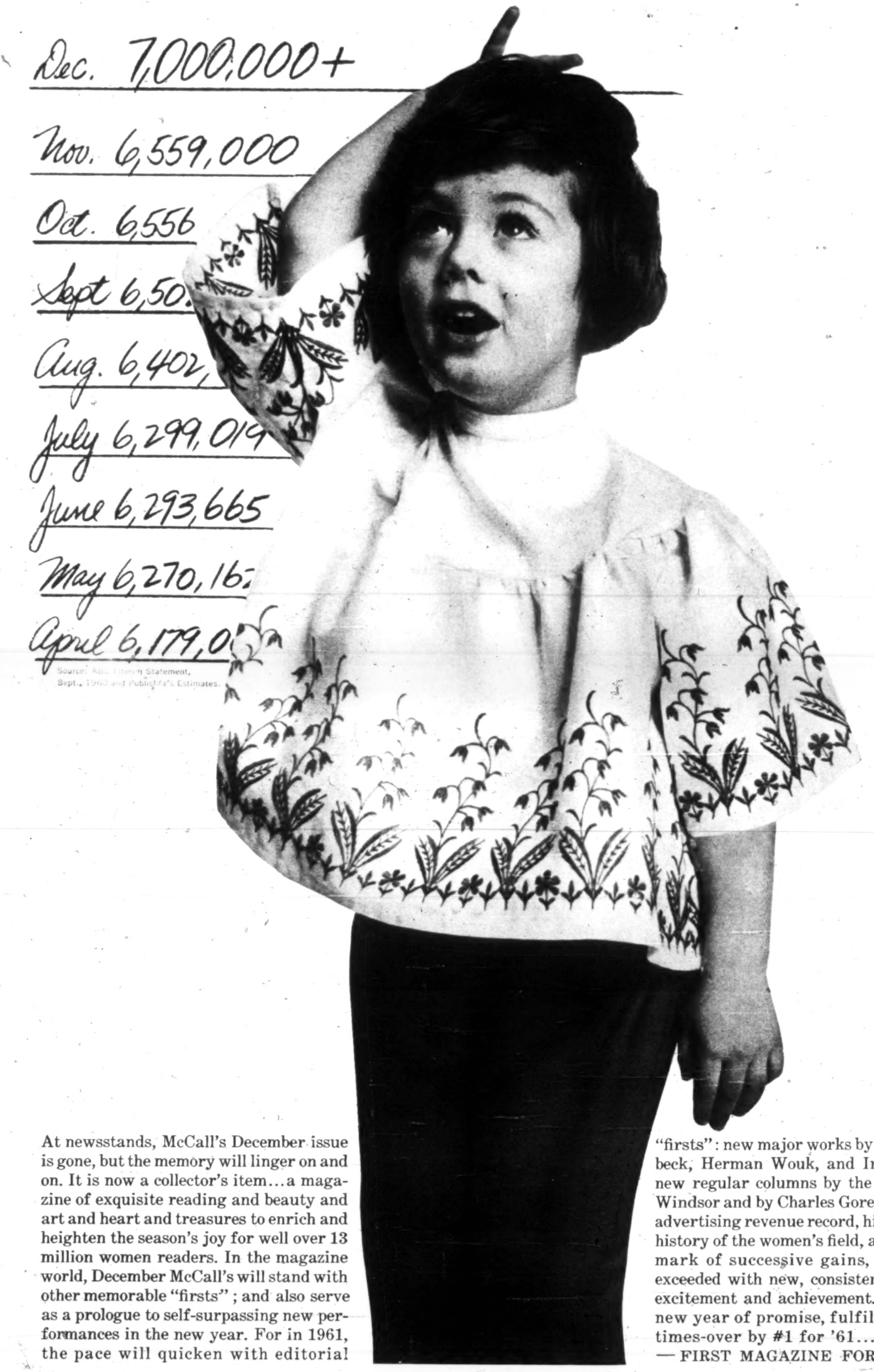
Political notes: **Richard O'Hagen** of MacLaren Advertising Co., Toronto, was appointed special assistant to Lester B. Pearson, leader of Canada's Liberal party . . . The former **Mrs. Arthur Kudner** will be coming to Washington with the Kennedy administration as wife of the second highest official in the Defense Department. The widow of the late agency president is now **Mrs. Roswell Gilpatric** and her husband has just agreed to serve as deputy secretary of defense, under Ford Motor Co.'s erstwhile president, Robert McNamara. Mr. Gilpatric formerly served as undersecretary of the Air Force from 1951-'53 . . .

Leon Michel, creative director of Conklin, Labs & Bebee, Syracuse, N. Y., was invested with the Knight's Cross of the Order of Orange-Nassau on Dec. 22, on behalf of Queen Juliana of the Netherlands. The honor was for his work in planning the visit of Princess Beatrix to the Hudson Celebrations in 1959 . . .

Walter Henn, art director of Grant Advertising, Dallas, was given a gold watch on his fifth anniversary with the agency by **J. K. Hughes,** vp and manager of the Dallas office . . .

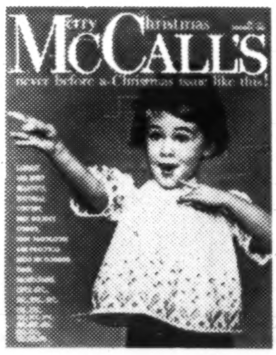
When **Harry A. Batten,** board chairman of N. W. Ayer & Son, received the $10,000 Philadelphia Bok Award, he turned it over to the Greater Philadelphia Movement to be used for a study of the city's bogged-down court system . . .

THE FIRST WOMEN'S MAGAZINE EVER TO EXCEED 7,000,000 IN CIRCULATION


Dec. 7,000,000+
Nov. 6,559,000
Oct. 6,556
Sept 6,50
Aug. 6,402,
July 6,299,019
June 6,293,665
May 6,270,16
April 6,179,0

Source: ABC Interim Statement, Sept., 1960 and Publisher's Estimates.

At newsstands, McCall's December issue is gone, but the memory will linger on and on. It is now a collector's item...a magazine of exquisite reading and beauty and art and heart and treasures to enrich and heighten the season's joy for well over 13 million women readers. In the magazine world, December McCall's will stand with other memorable "firsts"; and also serve as a prologue to self-surpassing new performances in the new year. For in 1961, the pace will quicken with editorial "firsts": new major works by John Steinbeck, Herman Wouk, and Irwin Shaw; new regular columns by the Duchess of Windsor and by Charles Goren. Our 1960 advertising revenue record, highest in the history of the women's field, an unbroken mark of successive gains, all will be exceeded with new, consistent bursts of excitement and achievement. Watch the new year of promise, fulfilled twelve-times-over by #1 for '61...McCALL'S — FIRST MAGAZINE FOR WOMEN!


Merry Christmas
McCALL'S
never before a Christmas issue like this!

Buckeye Corp. Buys Klaeger Film

NEW YORK, Dec. 27—Buckeye Corp. has purchased Klaeger Film Productions, a producer of tv commercials and industrial films, and has merged this new property with another of its subsidiaries, Transfilm-Caravel. The latter also is a producer of tv commercials and industrial films, as well as business shows and training program films. The merger follows three months of negotiations between the companies.

Robert H. Klaeger, who was president of the company bearing his name, has joined Transfilm-Caravel as a senior vp and also has been named president of its newly formed film production division. Mr. Klaeger will report to William Miesegaes, president of Transfilm-Caravel.

Mr. Klaeger had been with Transfilm before it was bought by Buckeye Corp. and merged with Caravel Films. He left Transfilm to form his own company in 1957, after having served as vp and head of its film production for more than 10 years.

■ The film production personnel and facilities of Transfilm-Caravel and Klaeger will be consolidated, under Mr. Klaeger's jurisdiction, in Transfilm's studios at 20 West End Ave. Executive offices and other divisions will remain at Transfilm's headquarters at 35 W. 45th St. until February, 1961, when they will move to larger quarters at 445 Park Ave.

Transfilm is forming a training program division, but the company does not anticipate any major changes in creative and technical personnel. Buckeye also owns Flamingo Telefilm Sales, tv film distributor, and Pyramid Productions, producer of tv films, as well as other diversified properties. #

WESTERN HORSEMAN

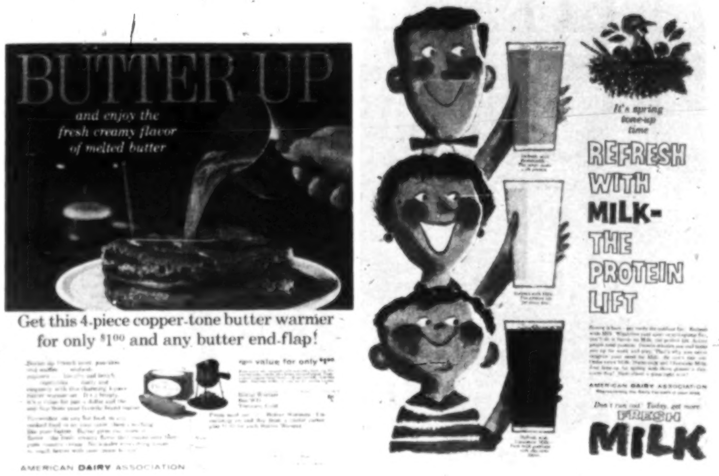
THE EYE FOR A BILLION DOLLAR MARKET; INSIDE FACTS ON THE WESTERN HORSEMAN READERS.
Send for a Copy Today.
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

Hahn to 'Farm Journal'

Harry C. Hahn, for 15 years advertising sales manager of *Electrical Merchandising Week* and more recently assistant to its publisher, has been appointed appliance marketing counselor for *Farm Journal*. Mr. Hahn, who will work at *Farm Journal*'s New York office, will continue to serve on the plans board of Pilot Markets, Rye, N. Y.

Barnes Named Exec VP

Florida Advertising Corp., Tampa, has appointed Frank T. Barnes exec vp and general manager. Mr. Barnes formerly was exec vp and operating head of Advertising Inc., St. Petersburg. The agency is planning to move its headquarters to St. Petersburg in a new building at 5533 Central Ave.


BUTTER UP
and enjoy the fresh creamy flavor of melted butter
Get this 4-piece copper-tone butter warmer for only $1.00 and any butter end-flap!
AMERICAN DAIRY ASSOCIATION
It's spring tone-up time
REFRESH WITH MILK- THE PROTEIN LIFT
AMERICAN DAIRY ASSOCIATION
Don't run out! Today, get more FRESH MILK

YUM YUM—*The American Dairy Assn., Chicago, will use these ads during 1961 to promote butter and milk. The "Butter Up" ad, which offers a butter warmer for $1 plus a flap from a butter carton, will run in color in April issues of Family Circle, Suburbia Today and Woman's Day. The milk ad, in color, will run in the April 23 Metro Sunday Comics, plus additional Sunday newspaper comics sections.*

Willey Wins Four Awards in Seattle Copy Club Contest

SEATTLE, Dec. 27—The Seattle Copy Club ended its first year of activity with the presentation of awards to advertisers, agencies and writers for ads judged best by a panel of San Francisco admen.

Winners of the club's 1960 competition in the various categories are:

Retail newspaper: (1) Bob Willey, with Cole & Weber when he wrote the winning ad for Fahey Brockman; (2) Betty Healy, Nordstrom's, in the store's ad department; and (3) Nick Peters, an employe of the Bon Marche store.

General newspaper: (1) Glenn Holcomb (Cole & Weber), for Seattle Transit System; (2) Bob Willey, for Seattle Transit; and (3) Orv Simpson (Frederick E. Baker & Associates) for the Port of Seattle.

Direct mail: (1) Orv Simpson, for Palmer G. Lewis Co.; (2) Glenn Holcomb, for Trader Vic restaurant; and (3) Dick Pruitt (Cole & Weber), for General Insurance Co.

Television: Bob Willey, for Safeco Auto Insurance.

Radio: (1) Dave Little (Botsford, Constantine & Gardner), for Olympia Brewing Co.; (2) Eric Jeschke (McCann-Erickson), for Seattle First National Bank; and (3) Orv Simpson, for Bekin's Moving & Storage.

Outdoor: Bob Willey, for Seattle Transit.

■ The judges were David Boffey, regional creative director of McCann-Erickson; Harold Haener, sales promotion vp of Macy's of California; and James Nelson, copy chief of Hoefer, Dieterich & Brown. #

Kerite Names Berking

Kerite Co., New York, which ended a 10-year relationship with O. S. Tyson & Co. (AA, Dec. 19) because of a conflict of accounts, has named Max Berking Inc. as its new agency. The conflict arose over Tyson's acquisition of the corporate ad account of Cerro de Pasco Corp., one of whose divisions, Circle Wire & Cable Corp., is in competition with Kerite.

DISCOUNTS?
SURE!
FREQUENCY AND BULK DISCOUNTS
UP TO
24%
IN THE
maha
World-Herald

COVERAGE
CITY ZONE................97%
METRO ZONE..............91%
RETAIL TRADE ZONE.......79%

CIRCULATION
DAILY 250,113
(less than 5% duplication)
SUNDAY 261,701
ABC: 3-31-60

For complete information on discounts write:
W. T. SWISHER, National Adv. Mgr.
OMAHA WORLD-HERALD — OMAHA 2, NEBR., OR ANY
O'MARA & ORMSBEE OFFICE ● New York ● Chicago ● Detroit ● Los Angeles ● San Francisco

Ad Clinic #20
(a transparent device to get you to read this Sheraton ad)

by the Creative Coroner

Avoid being vague

SHERATON HAS WORLD'S FASTEST RESERVATION SYSTEM

SHERATON HOTELS

How fast is "fastest"? A sub-head stating actual time would strengthen the headline.
Does it take 15 minutes — 10 minutes — 5 minutes? How long?

4 seconds! — via RESERVATRON, Sheraton's electronic miracle that links 56 Sheraton Hotels, makes and confirms your reservation fast and free. Now when a last minute urgency takes you out of town, your secretary can make and confirm your reservation in less time than it takes to powder her nose. And in less time than that you can get a free, 104-page booklet to enhance your Sheraton lore (and to help us test this ad) just by writing: **Sheraton Corp., Ad Age Ad #20, 470 Atlantic Ave., Boston, Massachusetts.**

Texans Seek to Replace Premium Stamps with 'Credit Card' Operation

DALLAS, Dec. 28—A Dallas sales promotion company will inaugurate early in 1961 a new type of premium plan for retail outlets which substitutes a plastic identification card for trading stamps.

Backed by two Dallas oilmen, the American Premium System expects to have its equipment in operation within a few weeks. Advertising and public relations programs have been under way since October. Glenn Advertising, Dallas, is the agency.

Heart of the plan is a central office, filled with IBM computing and listing equipment, through which all the purchases of all participants in the premium program will be recorded and tabulated.

Participants will carry plastic identification cards, similar to credit cards, and will not need to keep books of trading stamps; whenever the computing equipment records purchases equivalent to a book of trading stamps, the central office will mail the customer a premium check. He can cash it on merchandise at the store of any participating merchant.

■ "We started out with the premise that housewives like trading stamps, but there are three major buying publics who are not attracted: Men, teen agers, and business women," a company official said. "During a survey of attitudes toward stamps at the recent State Fair in Dallas, we found that many men who actually save trading stamps are ashamed of it.

"We have evolved a plan which requires no time and trouble of the customer, and which gives a redemption plan sufficiently broad to appeal to any want."

The company will use direct mail to furnish plastic identification cards to selected lists of consumers. Newspaper and radio advertising will follow, to explain how and where to use the cards. The company expects to support this campaign with limited use of tv.

It plans to reach retailers through trade press advertising, traveling salesmen through direct mail, and to appeal to the civic spirit of merchants through advertising in chamber of commerce publications—the appeal being the fact that the redemption plan keeps local money in local businesses, instead of being funneled out to national stamp companies.

A monthly magazine for members will include advertising.

■ Initially the company expects to start early in 1961 in markets in Texas and Oklahoma. It expects to go national, but not for at least one year.

"We feel we have a lot to sell," Miss van Lander, public relations director, said. "A sales promotion program which is no trouble to the consumer and which offers unique redemption advantages; a program which relieves the retailer of all the hidden costs of a stamp program—and one which keeps the money at home. We are aware that we have an educational program on our hands, and are making every effort to sell in every medium available to us."

General manager of American Premium System is F. C. Gaines Jr., who is also vp. He has considerable experience in utilizing computing and listing systems—and new IBM equipment is the heart of the operation. Board chairman is oilman Lamar Hunt Jr. President is Jack Vaughn, another oilman, in whose Vaughn Bldg. the sales promotion company has its offices. John M. Hamilton is general counsel.

■ The promotion plan has two unique side benefits, market research and customer identification.

"From time to time customers waiting in a checkout line will be asked to fill out a market research IBM card form and hand it to the clerk to run through the imprinter (which records their premium credits) to record name and account number," Miss van Lander said.

"In addition to market research questionnaires, it will be possible for us to tell any participating merchant the names and addresses of his customers—which is information many of them do not have.

"Also, we will have a complete record of premium check redemption, which is not possible with a stamp program. We will know exactly how many checks are redeemed in Houston, for instance, and for what, so that merchants can know what percentage of their sales promotion dollars were actually used and enjoyed by their customers." #

The CLIPPER Creative ART SERVICE

Give it a *Chance!*

Here is the one art and layout service that provides ALL OF THE TOOLS for effective layouts from idea to completed paste up.

$1.00 to cover mailing cost brings you **Free** — *The Complete Current Issue*

This issue is yours to use and keep, with no strings attached — our way of saying "try it and benefit". No obligation. No salesman.

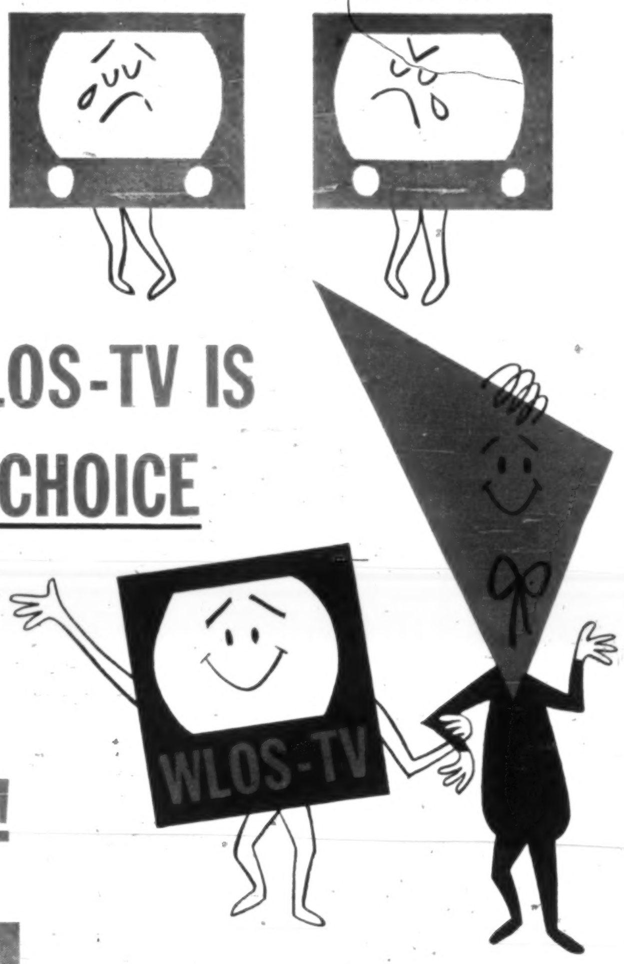
Due to its expense, this opportunity must be limited to those who have not received a free issue in the last six months.

Attach one dollar to letterhead and mail today to

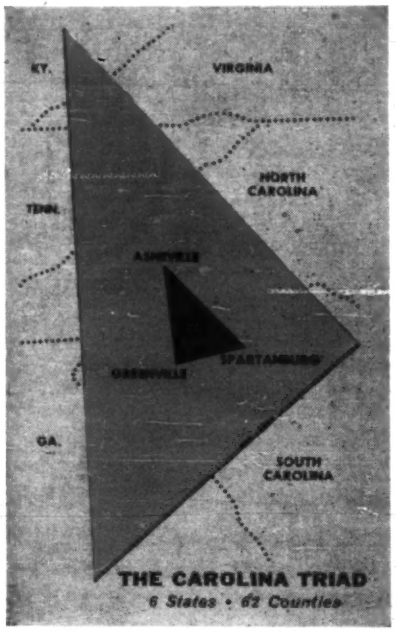
MULTI-AD SERVICES, INC. • 124 WALNUT STREET • PEORIA, ILLINOIS

21.4% MORE HOMES THAN STATION B*

108.6% MORE HOMES THAN STATION C*



WLOS-TV IS FIRST CHOICE OF THE CAROLINA TRIAD!



In the rich, six-state Carolina Triad, WLOS-TV takes top honors! It is the most watched station all day, all night, all week — with an average of 34,000 homes delivered every quarter hour*. So if you want to sell the Carolina Triad, put your message on WLOS-TV, with the South's highest antenna. Ask your PGW Colonel for details.

*March ARB

WLOS-TV abc

Serving
GREENVILLE — ASHEVILLE — SPARTANBURG
A Wometco Enterprise

Represented by Peters, Griffin, Woodward, Inc.
Southeastern Representative: James S. Ayers Co.

WOMETCO ENTERPRISES INC.

WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

Major Advertising Account Changes, 1960

ACCOUNT	TO	FROM	BILLINGS (EST.)
Abbott Laboratories (Agricultural products of the chemical division)	Brady Co.	Western Advertising Agency	400,000-500,000
Airequipt Mfg. Co.	Sudler & Hennessey	Wexton Co.	400,000
Alberto-Culver Co.	Compton Advertising	Wade Advertising	8,000,000
Alitalia	Gardner Advertising Co.	Cohen, Dowd & Aleshire	800,000
American Appraisal Co.	Cramer-Krasselt (Effective Jan. 15)	Buchen Co.	150,000
American Heritage Publishing Co. ("American Heritage" and "Horizon")	Wunderman, Ricotta & Kline	Frank Vos & Co.	500,000
American Chicle Co. (Clorets breath & gum mints)	Kenyon & Eckhardt	Ted Bates & Co.	1,000,000
(Coughlets cough gum)	Kenyon & Eckhardt	Dancer-Fitzgerald-Sample	—
American Chicle Co. (Dentyne chewing gum)	Dancer-Fitzgerald-Sample	Ted Bates & Co.	2,500,000
American Home Products (Aero-wax, Black Flag insecticides and Sani-Flush)	Ted Bates & Co.	J. Walter Thompson Co.	4,000,000
(Aero-Shave)	Tatham-Laird	J. Walter Thompson Co.	
(Wizard deodorizer)	Cunningham & Walsh	J. Walter Thompson Co.	
(Antrol and other garden products)	Maxwell Sackheim-Franklin Bruck	J. Walter Thompson Co.	
American Oil Co.	D'Arcy Advertising Co. (Effective Jan. 1, 1961)	Joseph Katz Co.	6,000,000
Amity Leather Products Co.	Burton G. Feldman Inc.	Gordon Best Co.	250,000
Anheuser-Busch (Regal beer and ale)	J. M. Mathes Inc.	Tally Embry Inc.	500,000
Armco Steel Co.	Marsteller, Rickard, Gebhardt & Reed	N. W. Ayer & Son	1,000,000
Armco Steel Corp. (corporate advertising, public relations, plus product advertising and public relations for Armco Drainage & Metal Products)	Marsteller, Rickard, Gebhardt & Reed	N. W. Ayer & Son	1,000,000
Armour & Co. (All products except Miss Wisconsin cheese)	Y&R	N. W. Ayer & Son	3,000,000
(Miss Wisconsin cheese)	North Advertising	N. W. Ayer & Son	
Arnold Bakers	Donahue & Coe	Kudner Agency, then Allston, Smith & Somple	800,000-1,000,000
Automatic Canteen Co. of America (and subsidiaries)	Buchen Co.	Campbell-Mithun Wallace-Blakeslee Ben Smith Advertising R. R. Hollingsworth & Associates	600,000-700,000
Automatic Transportation Co.	Aubrey, Finlay, Marley & Hodgson	Erwin Wasey, Ruthrauff & Ryan	300,000
B. T. Babbitt Inc. (all brands, Charles Antell line and An-Drue laboratories division)	Geyer, Morey, Madden & Ballard	Brown & Butcher	2,000,000-2,500,000
Bestform Foundations Inc.	Daniel & Charles	Doyle Dane Bernbach Inc.	300,000
Hazel Bishop Inc.	Raymond Spector Co. (interim)	Donahue & Coe	2,000,000
Blair Laboratories (Kerid liquid ear wax remover)	Sackheim-Bruck	Doyle Dane Bernbach Inc.	250,000
Boyle-Midway (Canada) (Aero-wax, Aero paste wax, Sani-Flush, Black Flag insecticides and 3-in-One Oil—Canadian account)	Spitzer, Mills & Bates	JWT	300,000
(Wizard deodorizers, Easy Off oven cleaner, Easy window spray and Easy On spray starch—Canadian account)	Ronalds-Reynolds & Co.	JWT	200,000
E. J. Brach & Sons	John W. Shaw Advertising	Tatham-Laird	700,000
Braniff International Airways (Domestic and international advertising)	Cunningham & Walsh	Potts-Woodbury Inc.	+1,000,000
Breast O' Chicken (Tuna and Purr cat food accounts)	D'Arcy Advertising Co.	Grant Advertising	300,000-400,000
Bridgeport Brass Co. (Industrial products division)	Marsteller, Rickard, Gebhardt & Reed	Hazard Advertising	250,000
Business Week	Donahue & Coe	Needham, Louis & Brorby	350,000
Calvert Distillers (Calvert Reserve) (Lord Calvert and	Sullivan, Stauffer, Colwell & Bayles	Benton & Bowles	3,500,000
Calvert Gin)	Compton Advertising	Benton & Bowles	1,500,000
Campbell Soup Co. (Swanson frozen foods)	Leo Burnett Co.	Tatham-Laird	1,500,000-2,000,000
Campbell Soup Co. Ltd. (Canadian account of heat-processed soups)	BBDO	Cockfield, Brown & Co.	1,000,000
Canadian Industries Ltd. (corporate advertising, ammunition, Fabricoid, explosives, chemicals, and plastics)	E. W. Reynolds Ltd.	Cockfield, Brown & Co.	500,000
Capitol Records Distributing Corp. (Capitol records)	Carson/Roberts	Y&R	600,000
(Angel records)	Grant Advertising	Y&R	
Carling Brewing Co. (Red Cap Ale)	—	Benton & Bowles	500,000
Chattanooga Medicine Co.	Noble-Dury & Associates	Cohen & Aleshire	400,000
Chesebrough-Ponds Inc. (Pond's Angel Skin hand lotion and hand cream)	Norman, Craig & Kummel	Compton Advertising	—
'Chicago Sun-Times'	Earle Ludgin & Co.	Buchen Co.	500,000
'Chicago Daily News'	Earle Ludgin & Co.	Batten, Barton, Durstine & Osborn	
Chrysler Corp. (Dodge car)	BBDO	Grant Advertising	17,000,000
(Dodge truck)	BBDO	Ross Roy Inc.	4,000,000
(DeSoto and Valiant cars)	N. W. Ayer & Son	BBDO	7,000,000
Chrysler Corp. (International advertising for Dodge cars)	BBDO	H. Wm. Bernhardt	—
(International advertising for trucks)	BBDO	Publicontrol	—
(International advertising for Valiant, Plymouth, De Soto, Chrysler and Imperial)	Young & Rubicam	H. Wm. Bernhardt	—
(International advertising for Simca in some areas)	Young & Rubicam	James Jones of Paris & Richard N. Meltzer Advertising	—
Chrysler of Canada Ltd. (Dodge, De Soto and Dodge truck)	BBDO	Grant Advertising of Canada Ltd.	2,500,000
(Chrysler, Plymouth, Valiant and Fargo trucks)	Grant Advertising	Ross Roy of Canada	1,500,000 to 2,500,000
Chunky Chocolate Corp. (Chunky, Bit-O-Honey, Old Nick candy bars)	Doherty, Clifford, Steers & Shenfield Inc.	Grey Advertising Agency	400,000
Cities Service Oil Co.	Lennen & Newell	Ellington & Co.	3,500,000
C. & J. Clark Canada	Cockfield, Brown & Co.	Ardiel Advertising Agency	350,000
Colgate-Palmolive Co. (Cashmere Bouquet soap)	Norman, Craig & Kummel	D'Arcy Advertising	1,000,000
Columbia Phonographs	Donahue & Coe	McCann-Erickson	500,000
Columbia Records (and Epic Records)	Wunderman, Ricotta & Kline	Benton & Bowles	1,250,000
Consolidated Trimming Corp. (Conso products)	Harold M. Mitchell Inc.	Norman D. Waters & Associates	300,000
Consumers Mart of America	Jules N. Draznin	—	250,000
Container Corp. of America	—	N. W. Ayer & Son	400,000-500,000
Continental-Diamond Fibre Corp.	Aitkin-Kynett Co.	Erwin Wasey, Ruthrauff & Ryan	150,000-200,000
Continental Oil Co.	Clinton E. Frank Inc.	Benton & Bowles	3,500,000
Continental Oil Co. (Regional account)	—	Benton & Bowles	3,000,000-4,000,000
Coopers Inc.	Tatham-Laird	Henri, Hurst & McDonald	750,000
Cott Beverage Corp.	Riedl & Freede	Cohen & Aleshire	600,000
Courtaulds (Alabama) Inc.	D'Arcy Advertising (Effective some time in 1961)	Mogul Williams & Saylor	1,000,000
Crane Co. (Plumbing-heating-air conditioning group and industrial products group)	D'Arcy Advertising	N. W. Ayer & Son	1,000,000
Crush International	Edward H. Weiss & Co.	H. W. Kastor & Sons	350,000
Curtiss-Wright Corp.	Compton Advertising	Adams & Keyes	500,000
DCA Food Industries (Ice cream division)	Kastor, Hilton, Chesley, Clifford & Atherton	Ted Bates & Co.	350,000
Dodge Dealers' Assn. (Los Angeles and Orange counties)	Cole Fischer Rogow	Grant Advertising	500,000
Drug Research Corp.	Kastor, Hilton, Chesley, Clifford & Atherton	Fletcher Richards, Calkins & Holden	1,000,000
Dunbar Laboratories (Pretty Feet, Zonitors)	Kastor, Hilton, Chesley, Clifford & Atherton	Fletcher Richards, Calkins & Holden	300,000
Duquesne Light Co.	BBDO	No previous agency	500,000
Eagle Airways (Western Hemisphere account)	Keyes, Madden & Jones	Harry W. Graff	350,000
Eastman Kodak (Kodak Retina consumer advertising in Mexico City)	Kenyon & Eckhardt	J. Walter Thompson Co.	—
Edison Electric Institute (Live Better Electrically program)	Compton Advertising	Fuller & Smith & Ross	3,000,000
Ekco Products Co. (corporate and housewares program)	Doyle Dane Bernbach Inc.	Dancer-Fitzgerald-Sample	700,000
Electric Autolite Co.	BBDO	Grant Advertising, Hicks & Greist	2,000,000
Electric Autolite Ltd. (And Autolite Batteries of Canada Ltd. and Prest-O-Lite Battery Co. Ltd.)	BBDO	Grant Advertising	300,000
Elgin American Inc.	Garfield-Linn & Co.	** —	500,000
Encyclopaedia Britannica	McCann-Erickson	Dancer-Fitzgerald-Sample	1,300,000
Endicott-Johnson Corp.	Hicks & Greist	Winius-Brandon Rumrill Co. Robert Aronson Associates	1,000,000
Esslinger Inc.	Wermen & Schorr	J. Cunningham Cox Agency	400,000
Evan-Picone	Papert, Koenig, Lois	Irwin Serwer Advertising	—
Fant Milling Co.	Clay Stephenson & Associates	Fitzgerald Advertising Agency	500,000
Fawcett Publications (True)	C. J. LaRoche & Co.	Brown & Butcher	500,000
(Woman's Day)	C. J. LaRoche & Co.	Doyle Dane Bernbach Inc.	
(True Confessions, Motion Picture, Cavalier, Mechanix Illustrated, Fawcett's Men's Group, Detective Group and "How-To" books)	C. J. LaRoche & Co.	No previous agency	
Ford Motor Co. Ltd. (British Ford account)	—	Rumble, Crowther & Nicholas	+2,000,000
General Acceptance Corp.	Wesley Associates	Brown & Butcher	1,000,000
General Aniline & Film Corp.			

ACCOUNT	TO	FROM	BILLINGS (EST.)
(Ansco photographic products and Ozalid Copy Press divisions)	Reach, McClinton & Co.	Benton & Bowles	2,000,000
General Baking Co. (Philadelphia and Baltimore areas)	Al Paul Lefton Co.	Compton Advertising	350,000
General Dynamics Corp. (Convair division)	D'Arcy Advertising	Lennen & Newell	1,000,000
General Electric (Apparatus sales division)	George R. Nelson Inc.	G. M. Basford Co.	1,000,000
General Electric Co. (Clock and timer department)	Y&R	N. W. Ayer & Son	—
(Vacuum cleaner department)	Maxon Inc.	Y&R	—
(Television Properties)	Maxon Inc.	No Previous Agency	—
(Radio receiver department of the radio & television division)	Y&R	Maxon Inc.	—
General Time Corp. (Stromberg Time Corp. division)	Wade, Woodward & Whitman	G. F. Sweet & Co.	350,000
General Wine & Spirits Co. (Chivas Regal scotch & Chivas Royal Salute scotch)	Young & Rubicam	Lynn Baker Inc.	600,000
General Wine & Spirits Co. (Ronrico rums)	Papert, Koenig, Lois	Kenyon & Eckhardt	—
Gluek Brewing Co.	John W. Forney	Colle & McVoy	300,000
Golden Point Drive-In System	Ray C. O'Keefe Advertising	M. M. Fisher Associates	200,000
Goodyear International Corp. (Overseas advertising)	McCann-Erickson	Y&R, Kudner Agency	300,000
House of Seagram (Hunter, Carstairs, Paul Jones and Wilson whiskies, plus General Wine & Spirits Co.'s Wolfschmidt vodka and Myers rum)	Compton Advertising	Doherty, Clifford, Steers & Shenfield	3,000,000
House of Seagram (Wolfschmidt vodka)	Papert, Koenig, Lois	Compton Advertising	—
(Browne-Vintners Co.'s White Horse scotch except for outdoor advertising)	Compton Advertising	Doherty, Clifford, Steers & Shenfield	1,500,000
(Martel cognac)	Lawrence C. Gumbinner Advertising Agency	Doherty, Clifford, Steers & Shenfield	
(Fleischmann's Black & White scotch, Churchill bonded, Churchill 88, Olde Medley, Olde Heirloom and Daviess County bourbon)	Ted Bates & Co.	Compton Advertising	—
Hudson's Bay Co. (Alcoholic beverage account)	Leber & Katz	Cockfield, Brown & Co.	350,000
International Business Machines (Data processing division)	Marsteller, Rickard, Gebhardt & Reed	Benton & Bowles	750,000
International Telephone & Telegraph	—	Doyle Dane Bernbach Inc.	300,000
Jackson Brewing Co. (Jax beer)	Doherty, Clifford, Steers & Shenfield	Fitzgerald Advertising	—
F. Jacobson & Sons	Edward M. Meyers Associates	North Advertising	500,000
Jewel Tea Co.	Earle Ludgin & Co.	North Advertising	250,000-500,000
Jones & Laughlin Steel Corp. (corporate and product advertising)	Palmer, Codella & Associates	Ketchum, MacLeod & Grove	1,000,000
Kemper Insurance Group	Clinton E. Frank Inc.	John W. Shaw Advertising	1,000,000
Kessler-Hunter Distillers Co. (Gallagher & Burton whisky)	Warwick & Legler	Cohen, Dowd & Aleshire	—
Krueger Brewing Co. (Krueger's Ambassador beer, Krueger Cream ale and Krueger beer)	Ellington & Co.	Grey Advertising Agency	400,000
Landers, Frary & Clark	Grant Advertising	Goold & Tierney	Under 1,000,000
Lanolin Plus Inc. (Wash 'N Curl shampoo, Wash 'N Tint, Lanolin Plus liquid skin moisturizer)	C. J. LaRoche & Co.	EWRR	2,000,000
(Rybutol vitamin product, and Color Plus nail strengthening enamel)	Daniel & Charles	EWRR	
Lanvin Parfums Inc.	North Advertising	Cohen, Dowd & Aleshire and Wesley Associates	1,000,000 to 1,500,000
Leather Industries of America	Daniel & Charles	W. B. Doner & Co.	500,000
Lehn & Fink Products Corp. (Lysol disinfectant and Etiquet deodorant)	Geyer, Morey, Madden & Ballard	McCann-Erickson	1,000,000
(Stri-dex, Hinds Honey & Almond cream, Lysette and Young Look cosmetics)	Ted Bates & Co.	McCann-Erickson	
Lennox Industries (Consumer Advertising)	Biddle Co.	Peitscher, Janda Associates	1,000,000
Lestoil Products	Sackel-Jackson	Jackson Associates	10,000,000
Lever Bros. (Rinso soap and Rinso Blue detergent)	Sullivan, Stauffer, Colwell & Bayles	J. Walter Thompson Co.	3,000,000
Lever Bros. Ltd. (English-language tv programs)	MacLaren Advertising Co.	J. Walter Thompson and Young & Rubicam	500,000
Lever Bros. Ltd. (Good Luck margarine, Canadian account)	J. Walter Thompson	Young & Rubicam	300,000 to 500,000
Lewyt Corp.	Geyer, Morey, Madden & Ballard	Hicks & Greist	100,000
Lightolier Inc. (Lamps and lighting fixtures)	Ben Sackheim Inc.	Alfred Auerbach Associates	600,000
P. Lorillard Co. (Old Gold spin filters and Spring brands cigarets)	Grey Advertising	Lennen & Newell	2,000,000
Lovable Brassiere	Grant Advertising	Cohen, Dowd & Aleshire	400,000
Lufthansa German Airlines (U.S., Canada & Latin America advertising)	D'Arcy Advertising Co.	Charles W. Hoyt Co.	400,000
Mannings Inc.	Compton Advertising	Knollin Advertising	500,000
McKesson & Robbins (Drug advertising)	Maxon Inc.	D-F-S	1,700,000
Mennen Co. (Speed Stick deodorant)	Tatham-Laird	Warwick & Legler	—
(Afta shave lotion, Quinsana and Athlecin, plus four new products)	Tatham-Laird	Grey Advertising Agency	750,000-900,000
Louis Milani Foods	Cunningham & Walsh	Donahue & Coe	500,000
Mobil Oil Co. (General Petroleum portion)	Compton Advertising	Stromberger, LaVene & McKenzie	1,000,000
Monarch Wine Co. (Manischewitz wines)	Grant Advertising	Lawrence C. Gumbinner Advertising	1,241,000
Morton Chemical Co.	Compton Advertising	Aubrey, Finley, Marley & Hodgson	500,000
Motorola Inc. (Dahlberg hearing aid division)	W. A. Krause Inc.	Matson, Marquette & Soash	250,000-300,000
Music Corp. of America	Sudler & Hennessey	Gardner Advertising Co.	300,000
Nabisco Foods Ltd. (Shreddies, 100% bran and 8-pack cereal products—Canadian account)	JWT	Kenyon & Eckhardt	275,000
(Nabisco shredded wheat, Goroits and Nabisco rice flakes—Canadian account)	Walsh Advertising	Kenyon & Eckhardt	325,000
National Broadcasting Co.	McCann-Erickson	Grey Advertising	2,000,000
National Homes Corp.	Caldwell, Larkin & Sidener-Van Riper	T-L	600,000
Niagara Therapy Corp.	Meldrum & Fewsmith	George L. Mallis Co.	1,000,000
Noreen Inc.	Ted Bates & Co.	Bradley Lane Advertising	250,000
Northern Illinois Gas Co.	Cunningham & Walsh	Reach, McClinton & Pershall	400,000
Northrop Corp.	Doyle Dane Bernbach Inc.	EWRR	475,000
Olin Mathieson Chemical Corp. (Institutional advertising)	Doyle Dane Bernbach	D'Arcy Advertising	3,000,000
Olin Mathieson Chemical Corp. (Winchester-Western, packaging, and energy divisions)	DDB	D'Arcy Advertising Co.	—
(Metals division)	—	D'Arcy Advertising Co.	1,000,000
Oneida Ltd. (Sterling silver and stainless steel flatware)	BBDO	J. Walter Thompson Co.	—
Otarion Listener Corp.	Direct	Biddle Co., McCann-Marschalk, then Roberts & Reimers	300,000
Overlakes Corp. (Century Boat Co. & Cruis Along Boats)	W. B. Doner & Co.	Jaqua Co.	300,000
Pacific Gamble Robinson Co.	Campbell-Mithun	Knox Reeves Advertising	More than 300,000
Pacific Vitamins Corp.	Anderson-McConnell Advertising	Beckman, Koblitz	250,000
Park & Tilford (Tintex)	Grey Advertising	Mogul Williams & Saylor	—
Parker Pen Co.	— (Effective Feb. 28)	T-L	3,000,000
Pearl Brewing Co.	Tracy-Locke Co.	Pitluk Advertising	1,500,000
Penick & Ford Ltd.	Grant Advertising	BBDO	1,500,000
Pepsi-Cola Co.	BBDO	Kenyon & Eckhardt	10,000,000
Pepsi-Cola Co. of Canada	BBDO	Kenyon & Eckhardt	1,500,000
Pfaff International Corp.	Don Kemper Co.	Dancer-Fitzgerald-Sample	500,000
Pharma-Craft Co. (Coldene cold medicines and new product)	Papert, Koenig, Lois Inc.	J. Walter Thompson Co.	1,000,000
(Fresh deodorant, Ting athlete foot preparation)	Daniel & Charles	Cohen, Dowd & Aleshire	1,300,000
Pick Hotels Corp.	Buchen Co.	Metropolitan Advertising Agency	500,000
Pierce's Proprietaries	Kastor, Hilton, Chesley, Clifford & Atherton	Mogul Williams & Saylor	250,000
H. K. Porter Co. (Corporate account)	Ketchum, MacLeod & Grove	EWRR, then D'Arcy	150,000
Procter & Gamble Co. of Canada (Camay toilet soap)	Leo Burnett Co. of Canada Ltd.	F. H. Hayhurst Co. Ltd.	250,000
Puritron Corp. (Puritron air purifier)	Doyle Dane Bernbach Inc.	Maxwell Sackheim Inc.	500,000
Raytheon Mfg. Co. (Industrial Components div.)	Fuller & Smith & Ross	Walter B. Snow & Staff	1,000,000
(corporate and product advertising, Industrial Components div.)	Fuller & Smith & Ross	Donahue & Coe	
(recruitment advertising, Industrial Components div.)	Fuller & Smith & Ross	Donahue & Coe James Thomas Chirurg Co. Hoag & Provandie	
Reddi-Wip Corp. (Reddi-Wip, U.S.)	Kenyon & Eckhardt	North Advertising	500,000
Remington Rand International (portable typewriters, office machines)	Doyle Dane Bernbach	Robert Otto & Co.	1,000,000
Remington Rand (Systems division)	Guild, Bascom & Bonfigli	Gardner Advertising	500,000
Remington Rand (Univac)	Fuller & Smith & Ross	Gardner Advertising	750,000 to 1,000,000
(Portable typewriter)	Compton Advertising	Gardner Advertising	2,000,000
Renault Inc. (Radio-tv billings)	NL&B	Kudner Agency	3,000,000
Revlon Inc. (Love Pat, Moon Drops, Ultima cream & make-up, Sun Bath)	Grey Advertising Agency	C. J. LaRoche & Co.	4,500,000
(Top Brass, Hi & Dri)	Grey Advertising Agency	Mogul Williams & Saylor	
(Intimate fragrance, Baby Silicare)	Warwick & Legler	C. J. LaRoche & Co.	1,000,000
(Aquamarine fragrance, Satin Set)	Warwick & Legler	Mogul Williams & Saylor	
Rival Packing Co.	Needham, Louis & Brorby	Guild, Bascom & Bonfigli	1,250,000
Ronson Corp. (Shavers and appliances)	Norman, Craig & Kummel*	Grey Advertising Agency	—
Ronson Corp. (Electrical products)	Papert, Koenig, Lois	Norman, Craig & Kummel	—
Rootes Motors (Hillman, Humber, Singer and Sunbeam automobiles)	Mogul Williams & Saylor	EWRR	1,000,000
Rothmans of Pall Mall Canada Ltd. (Rock City Sales Ltd., Sportsman and Craven A cigarets)	F. H. Hayhurst Co. Ltd.	MacManus, John & Adams	150,000 to 500,000

(Continued on Page 28)

Major Advertising Account Changes, 1960

ACCOUNT	TO	FROM	BILLINGS (EST.)
Roulette Records	Kastor, Hilton, Chesley, Clifford & Atherton	Mitchell Morrison Co.	500,000
Royal Metal Mfg. Co. (trade and national consumer advertising for office, hospital, beauty, institutional, restaurant and industrial equipment)	Anderson & Cairns	William Hart Adler Inc.	250,000
Royal Metal Mfg. (metal products, office filing equipment)	Anderson & Cairns	Lando Advertising	——
Ruberoid Co.	Kastor, Hilton, Chesley, Clifford & Atherton	Fuller & Smith & Ross	——
Helena Rubinstein Inc. (Skin Dew, Deep Cleanser, Nudit face cream & Roll-Dry and all treatment items and deodorants)	L. W. Frohlich & Co.	Ogilvy, Benson & Mather	1,000,000
(Tree of Life line)	L. W. Frohlich & Co.	Hockaday Associates	
Jacob Ruppert Brewery	Warwick & Legler	Normqn, Craig & Kummel	3,000,000
Salada-Shirriff-Horsey (Potato Plus, Junket Quick Fudge mix and new product)	Doyle Dane Bernbach Inc.	H. W. Warren Associates	——
San Giorgio Macaroni Inc.	W. B. Doner & Co.	Arndt, Preston, Chapin, Lamb & Keen	600,000
Schenley Industries (Roma wines)	Doyle Dane Bernbach Inc.	Norman, Craig & Kummel	——
Jos. Schlitz Brewing Co. (Export Advertising account)	Gotham-Vladimir Advertising	J. Walter Thompson Co.	500,000
(Old Milwaukee beer)	Gordon Best Co.	Grant Advertising	1,500,000
Joseph E. Seagram & Sons (Kessler whisky)	Warwick & Legler	Young & Rubicam	1,000,000
(Carstairs and Myers rum)	Compton Advertising	Doherty, Clifford, Steers & Shenfield	1,000,000
(Gallagher & Burton whisky)	Warwick & Legler	Cohen, Dowd & Aleshire	——
Sealy Inc.	Earle Ludgin & Co.	JWT	600,000
Seeburg Corp.	Keyes, Madden & Jones	Buchen Co.	300,000-400,000
Seeman Bros. (White Rose tea)	Al Paul Lefton Co.	Anderson & Cairns	400,000
Shell Oil Co. (Except institutional account)	Ogilvy, Benson & Mather	J. Walter Thompson Co.	11,000,000
Shell Oil Co. of Canada Ltd. (Product advertising)	Ogilvy, Benson & Mather	J. Walter Thompson Co.	1,500,000
Sherwin-Williams Co.	Griswold-Eshleman Co.	Fuller & Smith & Ross	1,500,000
Sicks' Rainier Brewing Co. (Beer account)	DDB	Miller, Mackay, Hoeck & Hartung	1,600,000
Signal Oil & Gas Co.	Honig-Cooper & Harrington	Heintz & Co.	300,000
Simoniz Co. (consumer products)	Dancer-Fitzgerald-Sample	Young & Rubicam	5,000,000
A. O. Smith Corp. (Permaglass division and Harvestore farm equipment division)	Grant Advertising	Cramer-Krasselt Co.	1,500,000
Smith-Corona Marchant Inc. (Marchant division)	C&W	FC&B*	300,000
Standard Oil Co. (Indiana) (Institutional account)	MacManus, John & Adams	BBDO	600,000
Sofskin Inc.	Kastor, Hilton, Chesley, Clifford & Atherton	Fletcher Richards, Calkins & Holden	500,000
Sperti Products	John L. Magro Advertising	EWRR	250,000
Springs Mills (Springmaid sheets)	Altman-Stoller Advertising	Lennen & Newell	400,000 to 500,000
Sterling Forest Corp. (Sterling Forest Gardens & Sterling Forest Peat)	Wexton Co.	J. C. Bull Inc.	250,000
Sunkist Growers (Fresh lemons, U.S. account)	Leo Burnett Co.	Foote, Cone & Belding	1,330,000
Sunkist Growers (Canadian fresh fruit advertising)	Leo Burnett Co.	Spitzer & Mills	160,000
S&W Fine Foods	Doyle Dane Bernbach Inc.	Honig-Cooper & Harrington	500,000
Swift & Co. (Canned meats)	Dancer-Fitzgerald-Sample	McCann-Erickson	250,000
Thomas Products Corp. Ltd. (Revlon products, Canadian account, except Top Brass)	MacLaren Advertising	Stanfield, Johnson & Hill	500,000
Toni Co. (Prom permanent and White Rain shampoo)	Clinton E. Frank Inc.	Tatham-Laird	1,800,000 to 2,000,000
Toni Co. (Deep Magic & test product)	Wade Advertising	North Advertising	1,000,000
(Pink Pamper shampoo)	North Advertising	Clinton E. Frank Inc.	750,000
Trans World Airlines (int'l acct.)	Foote, Cone & Belding	Dolan, Ducker, Whitcombe & Stewart	850,000
Underwood Corp.	Geyer, Morey, Madden & Ballard	J. M. Mathes	500,000
Union Oil Co. of Cal. (broadcast account)	Young & Rubicam	Erwin Wasey, Ruthrauff & Ryan	3,000,000
Vick Chemical Co. (Vicks cold tablets)	Sullivan, Stauffer, Colwell & Bayles	Ogilvy, Benson & Mather	1,000,000
Volkswagen of America (Truck service and used car advertising)	Doyle Dane Bernbach	Fuller & Smith & Ross	500,000
Volvo Import (Marine division)	Don Kemper & Co.	Chirurg & Cairns	350,000
Wade, Wenger & Associates	Biddle Co.	Warren Wetherell & Associates	350,000
Wallace Laboratories (Soma muscle relaxant)	Leo Burnett Co.	Robert E. Wilson Inc.	——
Warner Bros. Co. (Bra' girdle and corselet account)	Doyle Dane Bernbach	C. J. LaRoche & Co.	1,000,000
Warner-Lambert Pharmaceutical Co. (Bromo-Seltzer)	BBDO	Warwick & Legler	2,500,000
Warner-Lambert Canada Ltd. (Listerine and Standard Laboratories, including Super Anahist)	Breithaupt Milsom	F. H. Hayhurst & Co.	250,000
(Bromo Seltzer)	McKim Advertising	F. H. Hayhurst & Co.	250,000
Webcor Inc.	North Advertising	John W. Shaw Advertising	300,000
Western Pine Assn.	McCann-Erickson	N. W. Ayer & Son	300,000
Westinghouse Electric Corp. (9 apparatus divisions, atomic power products group & 5 general products divisions)	Ketchum, MacLeod & Grove (Effective Feb. 1)	Fuller & Smith & Ross	4,000,000
Wilson & Co. (meat advertising)	Campbell-Mithun	Kenyon & Eckhardt	1,500,000
Wilson Sporting Goods Co.	Campbell-Mithun	Roche, Rickerd & Cleary	800,000
J. R. Wood & Sons	Donahue & Coe	BBDO	250,000
Wool Bureau	Hockaday Associates	J. Walter Thompson Co.	750,000
Wynn's Friction Proofing	EWRR	Kennedy, Walker	+500,000
Yardley of London (Women's line)	DDB	N. W. Ayer & Son	1,000,000

*This is on an interim basis until Dec. 31.

**Elgin-American had been without an agency for two years prior to naming Garfield-Linn. Before that time, Keyes, Madden & Jones handled the account.

CHANNEL 9
WNCT
GREENVILLE, N. C.
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7
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War is Hell

But the buying climate in the growing Greenville-Washington Market is HEAVENLY. WITN and WNCT dominate this market's 4 huge military installations and their 110,000 service folks. Bear this in mind when you plan your next campaign strategy. Avails and details are yours for the asking.

"ONE OF THE TOP 100 MARKETS"

Well over 1,000,000 Population — Set Count 200,000

McVoy Is Agency President, Succeeding Colle, Chairman

Colle & McVoy Advertising Agency, Minneapolis, has elected Kirk McVoy president, succeeding Alfred Colle, founder of the agency, who has been elected board chairman. Gordon Daline, vp and general manager, has been elected exec vp, succeeding Mr. McVoy.

Alfred Colle

Kirk McVoy

Clarence Thompson, creative services director, was elected secretary.

New Farm Reporting Service Offered Advertisers

National Farm Reporters, a new farm reporting service for advertisers, has been established in Milwaukee to obtain farm publicity stories, product case histories and photographs and to perform farm market studies in depth. It consists of 40 leading farm reporters, each well acquainted with his area. Representatives of the service, which is headed by Richard Trott, are Powers-Hayward Co., Chicago, and Whiteman Associates, New York.

National Outdoor Ad Volume in '60 to Hit $120,000,000: Coste

NEW YORK, Dec. 28—National outdoor advertising volume for 1960 will surpass $120,000,000, it was estimated today by Felix W. Coste, president of Outdoor Advertising Inc.

The increase of nearly $6,500,000 over 1959 would represent the largest annual gain since 1955, and would make the 1960 total the largest in outdoor history.

Mr. Coste added that significant classification gains for the first six months would be comparable with full-year results. These are: Soft drinks, up 6.4%; alcoholic beverages, up 6.4%; gasoline and oil, up 5.5%; passenger cars, up 15.5%, and food products, up 17.3%. #

Sears Signs Ted Williams

Sears, Roebuck & Co., Chicago, has signed former Boston Red Sox slugger Ted Williams as an adviser on sports equipment. Mr. Williams will assist in the design, testing and demonstration of Sears sporting goods, and will serve as an adviser in the promotion and marketing of baseball, fishing, hunting, camping and other family recreational equipment. Sears will sell fishing equipment made by Ted Williams Inc. Advertising and promotional plans connected with Mr. Williams' association will be worked out later, the company said.

Ads Unaffected by Tire Price Cut, AA Finds

CHICAGO, Dec. 27—Most U.S. tire manufacturers cut prices $1 to $4 this month, but so far it has not resulted in any major increase in retail tire advertising, according to a survey by ADVERTISING AGE.

Manufacturers said co-op advertising was about normal in amount for this time of year. At Goodyear Tire & Rubber Co., K. C. Zonzius, advertising director, said tire advertising volume for the industry in general may be higher for two reasons: More retail outlets are offering tires for sale—notably department stores; and earlier-than-usual snow in much of the nation has hypoed promotion for snow tires.

▪ Firestone Tire & Rubber Co. started the price-cut move, making reductions effective Dec. 1. Most other manufacturers followed suit. Actually, industry observers said, the new prices merely bring the list prices more in line with what tires had actually been selling for. Since the new prices, then, are not big news to the consumer, little ad excitement was generated.

Price-cutting at the retail level apparently became widespread last summer, and these "discount" prices have remained, because of the highly competitive market.

By making list prices more "realistic," Firestone said, it is allowing its smaller outlets the chance to be competitive with the large volume outlets.

Perhaps of more significance in the long run is a new tire guarantee also announced by Firestone and followed through by the other "Big Four" manufacturers—Goodrich, Goodyear and U.S. Rubber.

▪ Manufacturers indicated that they would attempt to adhere to "guides" concerning guarantee advertising disseminated last summer by the Federal Trade Commission (AA, May 2). The tire industry was among those under fire by FTC for using ads which did not spell out the qualifications of guarantees and warranties.

Frank Tucker, director of advertising at Goodrich, said the company has "spent many hours reading the guide," and will attempt to comply with FTC requests in advertising for its new "road hazard warranty."

▪ The guarantee, which had already been offered by many of the smaller companies, covers tire service for periods ranging from 12 to 30 months, depending on the line. These guarantees are in addition to guarantees against defective material.

Advertising for the service guarantees will probably increase during the normal spring "push" in tire sales. Most manufacturers do not advertise price nationally.

There was a feeling in the industry that a cut to more realistic prices was inevitable, and that if Firestone had not started it some one else would have. But an executive of a large retail chain which does a big tire volume said the move was made to "force some of the department stores out of the picture."

This retailer described the tire market as being in "one of the most competitive eras in recent years," and added that prices "stink" from a profit viewpoint. Sales, he said, are "just fair."

▪ While some retailers and small tire manufacturers expressed concern over the lower prices, E. B. Hathaway, sales vp of Firestone, said the company "is convinced that reductions in prices and the new time-service guarantee are consumer benefits that will stimulate additional tire sales . . . These are the lowest tire prices since 1954." He estimated that car owners will buy approximately 72,500,000 tires next year.

Goodyear said its advertising volume—both co-op and national—is about the same as other years. B. F. Goodrich said that despite the lower prices, it was "carrying through with ad plans made a long time ago."

Firestone said its co-op advertising was at a normal level, but the company made a fast mailing to retailers on the new prices and guarantee.

U. S. Rubber Co. reduced its prices in line with the others and is working on a time-service guarantee.

▪ One of the smaller tire companies, Armstrong Rubber Co., said it reduced its prices because "the big boys did it." Armstrong is one of those which has had the time-service guarantee for many years.

Price reductions on auto tires during a period of generally rising prices is novel, but tire companies won't say how long the lower prices can be expected to be held. Its effect on some of the smaller companies may be fatal. Albert A. Garthwaite, chairman of Lee Rubber & Tire Co., told the *Wall Street Journal* last month that "unless the price level is improved, it will mean a heavier concentration of the replacement tire business in the hands of fewer companies."

Meanwhile, Firestone last week revealed that for the fiscal year ended Oct. 31, the company had record sales and profits. Sales rose from $1.19 billion to $1.21 billion; income moved up from $64,597,000 to $65,029,000. #

Appliance Service
is big Business

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55%

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NOW!
WFGA-TV
FIRST IN
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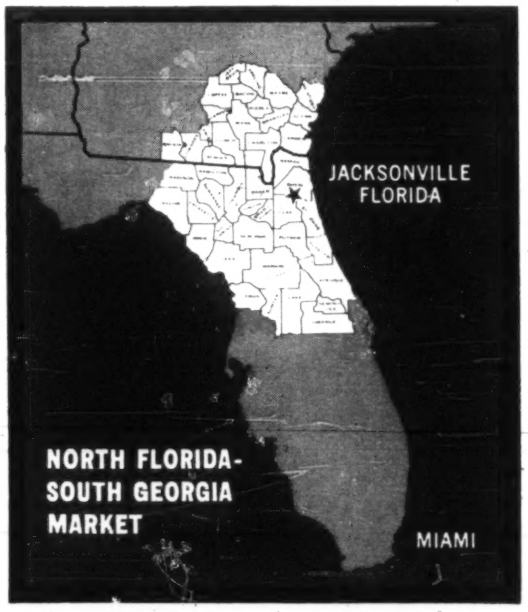
WFGA-TV now dominates the Jacksonville Market with 55% share of the audience



Latest ARB (August) shows WFGA-TV **first,** with 55% metro share-of-audience 9 A.M. to midnight, seven days a week! WFGA-TV proudly joins its sister stations, WTVJ, Miami and WLOS-TV in the Carolina Triad, as the number one station in its respective market.

For highest results in your advertising, choose the highest-rated station in the Jacksonville area, WFGA-TV! **For the first Jacksonville Starch Survey for over a decade . . . Contact your PGW Colonel.**

WFGA-TV
JACKSONVILLE abc NBC

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WOMETCO ENTERPRISES INC.
WTVJ
WLOS-TV
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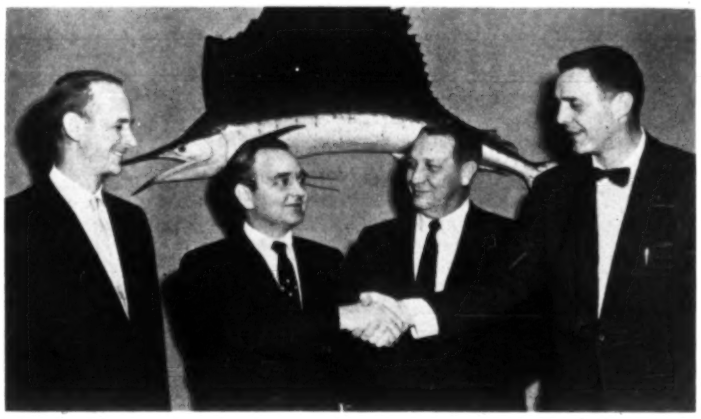
(Affiliate)

PHOTO REVIEW OF THE WEEK



Flouton Shelton Rees Cummings

NOW THERE ARE THREE—*Barton A. Cummings, president of Compton Advertising, New York, congratulates Wilson A. Shelton, head of all creative services, on becoming the agency's third exec vp. Looking on are the two other exec vps: Alan Flouton and Jack P. Rees.*

Patsy Mixer Malsom Betsy Mixer Hume

DOLLING UP—*Dolls for charity Christmas giving, dressed by more than 300 employes of Campbell-Ewald Co., Detroit, were submitted to a panel of six-year-old girls for judging. They are Patsy and Betsy Mixer, twin daughters of Albert C. Mixer of the agency's radio-tv department; Cindy Malsom, daughter of F. A. Malsom, copywriter; and Karen Hume, daughter of Donald K. Hume of the art department. Prizes totaling $180 were won by 19 agency women in the dress contest.*

AUCTION—*An auction in Y&R's Detroit office raised $400 for support of a six-year-old Greek boy. Sigurd Larmon (right), Y&R chairman, and Joseph G. Standart Jr., vp in charge of Detroit office, examine an Irish linen towel, one of the auctioned items.*

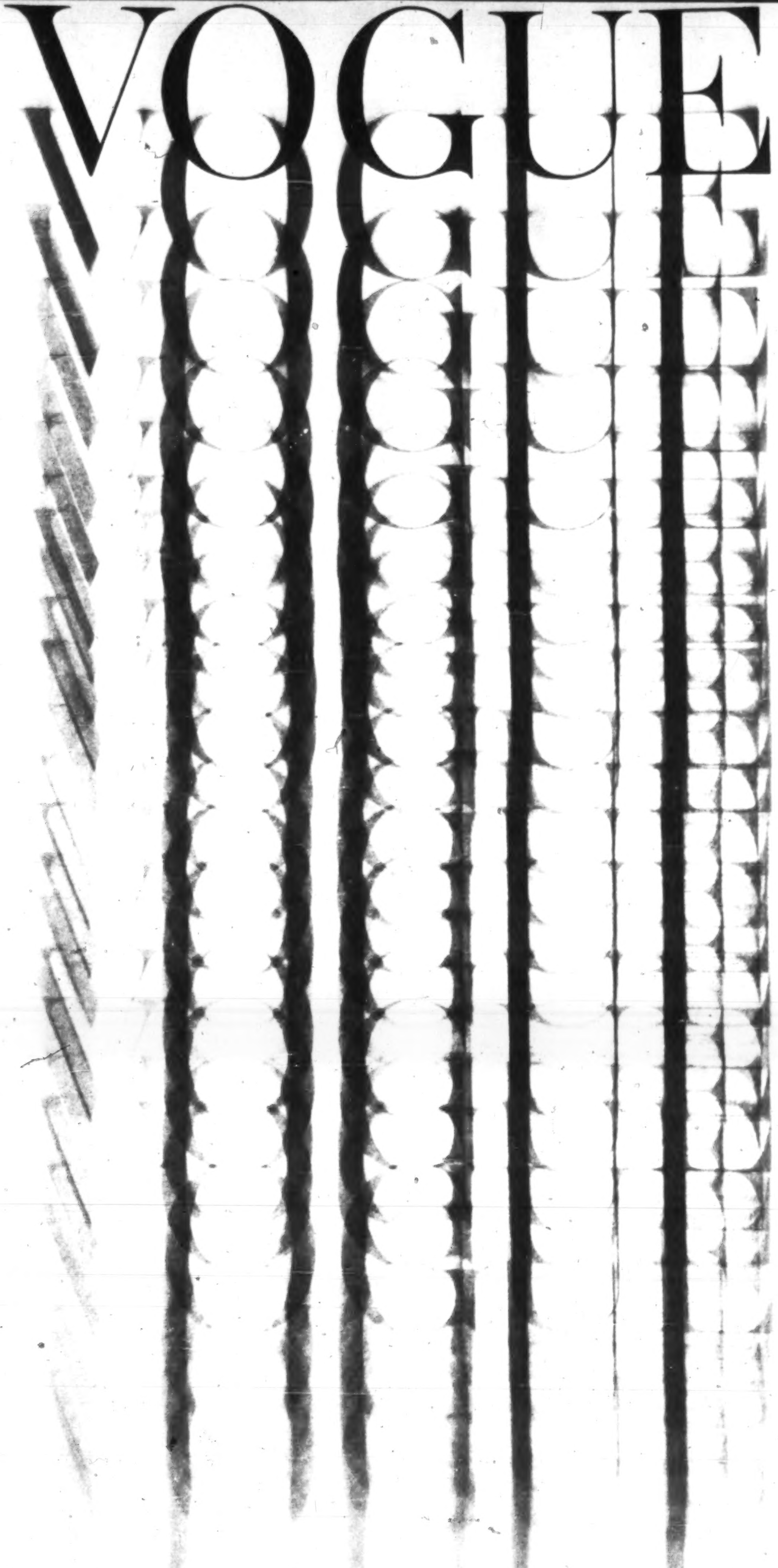
STRINGS ALONG WITH MITCH—*Carl W. Badenhausen (left), president of P. Ballantine & Sons, Newark, N. J., represents the brewer as he signs for sponsorship of NBC-TV's "Sing Along With Mitch," new color series which begins Jan. 27. Looking on are Don Durgin (right), NBC-TV's vp in charge of network sales, and Mitch Miller, star of the hour show which will alternate with "Bell Telephone Hour" in the Friday, 9 p.m., EST, time slot. The series will feature guest stars as well as Mr. Miller's 25-member male chorus. William Esty Co. is Ballantine's agency.*

AFTER 25 YEARS—*Hiram Walker Inc. and C. J. LaRoche & Co. recently received awards from Ask Mr. Foster Travel Service in appreciation of 300 Canadian Club worldwide adventure ads that have appeared in the past 25 years. Admiring the awards (illuminated atlases) are C. J. LaRoche (left), president of the agency; Max Allen (center), president of Ask Mr. Foster; and Donal J. O'Brien, ad director of Walker.*

HONORED — *When Earl Shirk, classified advertising representative for the South Bend Tribune for 34 years, announced he would retire after the first of the year, the New Car Dealers of St. Joseph County gave a luncheon and presented him with a plaque. Harold Medow (right), past president of the organization, makes the presentation.*

DIRECTOR
DIRECTOR
GSS
CHOCKS

FILM STUDIO—*Above are three scenes from a new tv film commercial for Chocks, Miles Laboratories' new children's vitamin (AA, Nov. 28), which begins this week on 144 children's shows featuring local personalities and one network show, "Fury" (NBC-TV). Set in a film studio where a Chocks commercial is being made, the commercial opens with the director turning over direction of the film to children who take over the project from running the dolly (center) to singing praises of the chewable fruit-flavored vitamin. Chocks has just reached national distribution after a two-year test. Wade Advertising is the agency.*



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For eighteen consecutive years, VOGUE has been first among all the women's magazines in America in number of advertising pages. Our total for 1960 is 1,846 advertising pages—a jump of 235 pages (15%) over the previous year. VOGUE . . . the magazine that sells the most distinguished audience in the world.

a condé nast publication/420 lexington avenue/new york 17/new york

In these words—and in this compelling picture—President-elect John F. Kennedy revealed to SPORTS ILLUSTRATED his dedication to the outdoors and to the active, competitive life of sport which he and all his family have led since childhood.

And in his article in this week's SPORTS ILLUSTRATED he calls for a renewal of the physically energetic life which is at the foundation of America's greatness and a source of our future strength.

Not since Teddy Roosevelt have we had a President so devoted to sport as a logical extension of the vigorous exercise of office. "Sport on the New Frontier", including Mr. Kennedy's 4-point program to improve the fitness of our nation, is virtually a "state paper" on a topic of vital importance to every family.

Excerpts: "*The stamina and strength which the defense of liberty requires are not the product of a few weeks' basic training or a month's conditioning ... It is ironic that at a time when the magnitude of our dangers makes the physical fitness of our citizens a matter of increasing importance, it takes greater effort and determination than ever before to build the strength of our bodies ...*

"*Many of the routine physical activities which earlier Americans took for granted are no longer part of our daily life. A single look at the packed parking lot of the average high school will tell us what has happened to the traditional hike to school which helped to build young bodies. The television set, the movies and the myriad conveniences and*

"I played here as a boy and

distractions of modern life all lure our young people away from the strenuous physical activity which is the basis of fitness in youth and in later life . . .

"This is a national problem, and requires national action . . . All of us must consider our own responsibility for the physical vigor of our children and of the young men and women of our community. We do not want our children to become a generation of spectators. Rather, we want each of them to become participants in the vigorous life."

For six and a half years, SPORTS ILLUSTRATED has dedicated its columns to the tenet that sport, as an exercise in achievement, is an incentive to leadership and a conditioner of leaders—that at its best, sport opens human frontiers, mentally, physically, socially, productively.

We have been encouraged by an ever-growing readership of Americans and their families, similarly dedicated, in every community of our land.

Even during our short span, competition has grown keener by the hour—and a healthy interest in sport has become almost an essential ingredient in the background of the successful man or woman. The "new face of leadership" is increasingly that of the sportsman.

Thus we are indeed proud to present this article by the only head of a major power born in the 20th century. The next President of the U.S. writes about sport from a personal perspective which now inevitably assumes national dimensions.

Sports Illustrated

Sports Illustrated

on your newsstand now

relax here as a man"

100 Leading National Advertisers: Grouped by Product Types

How Media Expenditures Compare, Within Categories, in 1959

Rank	COMPANY	Total	% of total $'s News-Papers	Gen'l Mags.	Farm Mags.	Bus. Pub.	Net TV	Spot TV*	Spot Radio	Out-door
	CARS									
1	General Motors Corp.	$110,602,000	34.9	26.6	1.5	2.9	18.1	3.4	3.7	8.9
3	Ford Motor Co.	61,683,000	31.9	17.3	3.0	0.5	19.5	7.2	11.8	8.8
8	Chrysler Corp.	47,469,000	36.2	25.7	0.8	1.6	20.0	4.3	8.7	2.7
38	American Motors Corp.	13,600,000	62.5	17.1	—	3.0	—	14.2	3.2	—
58	Studebaker-Packard Corp.	9,265,000	40.4	29.3	0.1	0.7	6.2	0.9	8.1	14.3
	FOOD									
4	General Foods Corp.	61,064,000	22.5	16.8	0.4	0.4	34.2	23.9	1.2	0.6
12	General Mills Inc.	30,823,000	22.9	20.5	0.7	1.3	41.9	10.5	1.9	0.3
20	National Dairy Products Corp.	22,016,000	29.7	28.7	1.2	0.9	29.1	6.9	—	3.5
21	Kellogg Co.	21,767,000	18.0	12.6	0.8	0.6	34.2	27.5	—	6.3
24	Campbell Soup Co.	19,034,000	25.8	37.6	0.8	—	25.0	2.6	7.4	0.8
28	Standard Brands Inc.	17,704,000	19.1	11.8	2.1	—	35.3	23.4	5.6	2.7
29	Continental Baking Co.	16,057,000	13.6	0.5	—	0.5	4.8	67.3	7.6	5.7
31	Corn Products Co.	15,859,000	9.2	25.5	0.9	1.6	28.5	26.6	5.1	2.6
33	Pillsbury Co.	15,754,000	33.8	20.9	0.6	0.7	26.8	17.2	—	—
35	National Biscuit Co.	14,486,000	17.3	13.8	0.1	1.7	52.4	14.7	—	—
37	Quaker Oats Co.	13,675,000	29.7	25.1	0.5	3.7	20.5	13.6	5.9	1.0
40	Borden Co.	12,002,000	31.7	13.0	0.1	0.8	13.6	23.5	7.5	9.8
52	Ralston Purina Co.	10,270,000	8.4	2.1	8.2	1.4	43.0	17.5	13.2	6.2
61	Carnation Co.	8,773,000	34.1	19.6	2.9	2.8	30.1	6.7	—	3.8
69	Nestle Co.	7,388,000	17.7	12.3	0.2	—	26.8	34.9	8.1	—
71	H. J. Heinz Co.	7,251,000	39.2	19.7	**	1.4	39.3	0.4	—	—
95	Wesson Oil & Snowdrift Co.	5,332,000	3.0	40.9	—	2.0	—	54.1	—	—
96	Florida Citrus Commission	5,328,000	46.0	34.8	—	—	19.2	—	—	—
98	J. A. Folger Co.	5,270,000	10.1	0.8	**	—	—	70.6	13.9	4.6
	SOAPS (and allied)									
2	Procter & Gamble	105,616,000	5.9	3.4	—	0.4	47.6	42.7	—	—
5	Lever Bros. Co.	56,767,000	12.1	5.2	0.1	—	57.7	24.9	—	—
7	Colgate-Palmolive Co.	49,532,000	14.8	10.8	0.3	0.7	45.4	28.0	—	—
57	S. C. Johnson & Son Inc.	9,315,000	3.0	8.2	**	0.6	76.4	11.8	—	—
93	Texize Chemical Inc.	5,418,000	0.9	—	—	0.2	—	98.9	—	—
	TOBACCO									
9	R. J. Reynolds Tobacco Co.	38,673,000	21.2	12.5	1.2	—	41.7	11.0	12.4	—
10	American Tobacco Co.	34,623,000	26.7	20.8	0.6	—	28.5	10.1	8.9	4.4
14	P. Lorillard Co.	28,606,000	23.8	4.9	—	—	44.8	14.6	10.8	1.1
16	Liggett & Myers Tobacco Co.	25,902,000	12.6	16.5	0.1	—	44.8	11.4	13.9	0.7
18	Philip Morris Inc.	22,321,000	22.0	12.7	**	—	38.5	19.7	3.2	3.9
22	Brown & Williamson Tobacco Corp.	21,565,000	9.6	7.5	0.1	—	39.8	42.9	—	0.1
72	Bayuk Cigars Inc.	6,920,000	2.6	8.6	—	0.3	86.2	2.3	—	—
	DRUGS & COSMETICS									
6	American Home Products Corp.	52,185,000	7.6	12.3	1.2	1.9	53.8	20.4	1.2	1.6
15	Bristol-Myers Co.	27,944,000	3.3	16.6	—	0.5	45.1	27.7	6.8	—
19	Sterling Drug Inc.	22,019,000	9.2	8.7	0.5	1.4	58.9	16.6	4.7	—
25	Miles Laboratories Inc.	18,894,000	8.7	2.3	**	2.4	39.3	41.5	5.8	—
26	Adell Chemical Co.	18,392,000	1.4	—	—	—	—	98.6	—	—
27	Warner-Lambert Pharmaceutical Co.	18,335,000	9.9	15.9	—	3.0	12.9	58.3	—	—
46	J. B. Williams Co.	11,418,000	2.8	0.1	—	—	93.4	3.7	—	—
47	Revlon Inc.	11,336,000	9.5	23.9	—	—	37.2	29.0	—	0.4
56	Carter Products Inc.	9,328,000	2.1	1.9	0.1	—	58.6	37.3	—	—
63	Chesebrough-Pond's Inc.	8,433,000	8.5	25.9	0.4	0.8	26.9	17.7	19.8	—
66	Johnson & Johnson	8,166,000	13.6	45.6	0.9	0.6	36.8	2.1	—	0.4
75	Alberto-Culver Co.	6,676,000	—	—	—	—	77.0	23.0	—	—
76	Helene Curtis Industries	6,593,000	28.4	16.5	—	1.7	26.3	27.1	—	—
80	Vick Chemical Co.	6,246,000	6.6	13.8	7.1	2.2	20.4	49.9	—	—
87	Drug Research Corp.	5,736,000	7.2	2.2	—	—	42.8	47.8	—	—
99	Plough Inc.	5,144,000	24.6	16.0	0.6	—	—	27.3	27.6	3.9
	BEER									
34	Anheuser-Busch Inc.	15,368,000	8.9	8.2	—	0.9	2.2	26.8	24.0	29.0
50	Jos. Schlitz Brewing Co.	10,497,000	2.8	19.0	—	—	13.4	20.7	25.8	18.3
74	Canadian Breweries Ltd.	6,676,000	2.9	12.7	—	—	4.9	45.3	30.0	4.2
79	Falstaff Brewing Corp.	6,317,000	3.5	0.5	—	—	25.9	34.4	11.6	24.1
94	Theo. Hamm Brewing Co.	5,366,000	1.9	4.9	—	—	11.2	35.2	16.8	30.0
100	Pabst Brewing Co.	5,080,000	13.7	—	**	—	—	60.4	13.4	12.5
	INSURANCE									
82	Prudential Insurance Co.	5,939,000	32.2	1.2	0.6	1.0	63.6	—	—	1.4

Rank	COMPANY	Total	% of total $'s News-Papers	Gen'l Mags.	Farm Mags.	Bus. Pub.	Net TV	Spot TV*	Spot Radio	Out-door
	OIL									
42	Texaco Inc.	11,871,000	4.9	10.7	2.6	6.0	52.2	6.0	15.5	2.1
45	Shell Oil Co.	11,663,000	22.0	9.4	1.1	3.7	1.0	21.9	12.9	28.0
51	Standard Oil Co. (New Jersey)	10,325,000	23.9	12.5	0.5	2.3	8.1	26.4	11.6	14.7
53	Standard Oil Co. (Indiana)	10,252,000	31.7	0.6	3.2	4.1	4.1	22.1	5.9	28.3
84	Mobiloil Co.	5,797,000	49.2	14.4	2.1	1.8	19.7	10.4	—	2.4
89	Sinclair Oil Corp.	5,685,000	18.0	8.4	1.9	11.6	2.2	4.0	44.0	9.9
90	Gulf Oil Corp.	5,547,000	8.6	20.5	1.1	7.2	26.9	15.5	7.5	12.7
	APPLIANCES									
11	General Electric Co.	31,666,000	24.0	40.7	1.5	12.8	19.6	1.4	—	—
44	Westinghouse Electric Corp.	11,800,000	18.7	19.0	1.6	16.5	43.8	0.4	—	—
54	Radio Corp. of America	10,205,000	17.1	35.1	**	4.6	37.7	4.9	—	0.6
	SOFT DRINKS									
43	Coca-Cola Co.	11,857,000	10.1	36.0	—	0.6	3.2	30.1	—	20.0
60	Pepsi-Cola Co.	8,809,000	36.6	17.2	0.1	1.3	—	33.9	—	10.9
97	Seven-Up Co.	5,304,000	7.6	38.8	1.7	0.3	26.8	9.6	—	15.2
	TIRES									
41	Goodyear Tire & Rubber Co.	11,972,000	26.8	45.3	5.5	8.4	13.0	0.6	—	0.4
55	Firestone Tire & Rubber Co.	9,853,000	19.8	38.7	5.6	2.8	21.4	0.5	11.2	—
77	B. F. Goodrich Co.	6,376,000	27.6	30.5	4.3	21.4	7.8	1.2	—	7.2
	PAPER PRODUCTS									
65	Scott Paper Co.	8,319,000	5.0	29.5	—	1.6	49.3	12.2	—	2.4
73	Kimberly-Clark Corp.	6,884,000	11.9	34.0	—	5.5	47.8	—	—	0.8
	TRAVEL									
81	Eastern Airlines	6,041,000	71.1	—	—	—	—	4.1	24.8	—
86	Trans World Airlines	5,742,000	63.3	8.5	—	1.0	—	0.4	16.1	10.7
91	American Airlines	5,529,000	59.7	9.8	—	1.9	—	1.8	23.7	3.1
	LIQUOR									
13	Distillers Corp.-Seagrams Ltd.	28,707,000	39.6	41.8	**	0.9	1.8	6.9	1.4	7.6
30	National Distillers & Chemical Corp.	15,945,000	50.6	34.2	**	2.8	—	—	—	12.4
39	Schenley Industries Inc.	12,885,000	59.2	26.0	—	2.9	1.1	0.2	—	10.6
64	Hiram Walker-Gooderham & Worts Ltd.	8,405,000	41.0	50.5	—	1.5	—	—	—	7.0
	PACKERS									
48	Armour & Co.	10,705,000	14.4	20.7	1.3	8.6	43.0	12.0	—	—
59	Swift & Co.	8,955,000	32.6	26.0	2.1	0.9	25.7	9.2	—	3.5
	METALS									
49	U. S. Steel Corp.	10,526,000	8.8	20.0	2.7	36.5	30.6	0.5	—	0.9
62	Aluminum Co. of America	8,594,000	14.1	20.9	0.5	11.7	45.5	7.3	—	—
	GUM AND CANDY									
68	Wm. Wrigley Jr. Co.	7,795,000	18.5	9.2	—	—	—	35.3	6.4	30.6
70	Beech-Nut Life Savers Inc.	7,264,000	14.4	8.8	—	1.4	66.6	8.8	—	—
83	American Chicle Co.	5,828,000	—	—	—	—	57.2	42.8	—	—
	FLOOR COVERING									
88	Armstrong Cork Co.	5,724,000	3.6	36.8	0.2	7.0	52.4	—	—	—
	SHAVERS									
23	Gillette Co.	20,277,000	9.8	4.2	—	—	67.3	13.5	5.2	—
85	Sperry Rand Corp.	5,742,000	9.5	31.0	7.5	9.7	42.3	—	—	—
	OTHERS									
17	American Telephone & Telegraph Co.	22,913,000	26.1	38.5	2.2	2.4	6.1	22.0	—	2.7
32	E. I. du Pont de Nemours & Co.	15,762,000	11.5	35.3	1.8	16.7	29.7	3.1	—	1.9
36	Eastman Kodak Co.	14,461,000	13.6	35.1	**	11.4	39.1	0.8	—	—
67	Stanley Warner Corp.	7,909,000	5.9	0.6	**	—	0.2	93.3	—	—
92	American Cyanamid Co.	5,470,000	3.5	24.0	21.0	51.5	—	—	—	—
78	Union Carbide	6,356,000	13.0	24.7	1.7	26.1	14.3	7.6	12.6	—

*Some spot tv figures include both company and dealer or distributor expenditures.

**Less than .05%.

Note: This listing is taken from the M report, weekly news digest, based on AA's figures, published last August, on the 100 leading national advertisers.

Walla Walla TV Station Succumbs to Finance Trouble

Walla Walla, Wash., lost its only tv station when KNBS-TV suspended operations Dec. 14 because of financial difficulties. The station, an ABC affiliate, was started last January by Northwest Broadcasting System, in which a group of Los Angeles investors were stockholders. Chuck Connors, star of tv's "Rifleman," was exec vp.

The station folded when expected local financial backing failed to materialize. It broadcast on Channel 22. Walla Walla will not be without tv reception, as all Spokane network programs are provided by cable and Channel 19 broadcasts can be picked up direct.

GE Plans 'Serial' Spot TV Campaign for Light Bulbs

General Electric Co.'s large lamp department, Cleveland, will launch a four-week, concentrated serial spot tv campaign starting Feb. 13. Made by UPA Pictures, the series of in-sequence episodes will star the nearsighted Mr. Magoo, "the first man (?) to reach the moon."

More than 125 markets will be covered with about 20 to 25 spots per week. The same humorous, offbeat approach will be used in supplementary advertising in *Life* and *The Saturday Evening Post*. Batten, Barton, Durstine & Osborn is the agency.

Station Reps Elect Avery

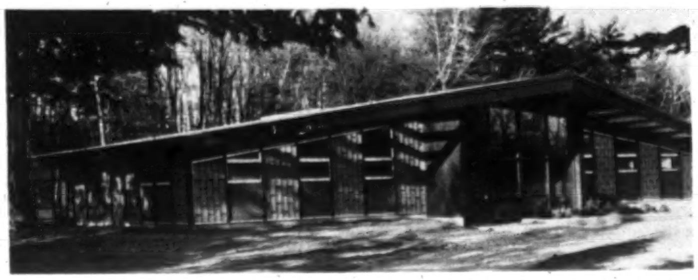
Lewis H. Avery, president of Avery-Knodel, has been elected president of the Station Representatives Assn., New York, succeeding H. Preston Peters, president of Peters, Griffin, Woodward. Other new officers are Daren F. McGavren, president of Daren F. McGavren Co., vp; Eugene Katz, president of Katz Agency, treasurer; and Robert Dore, president of Bob Dore Associates, secretary. Because of an organizational change from a calendar to a fiscal year, the new officers will serve until June 30, 1962.

Clague to Join Hollister

Stanley R. Clague will join Lloyd Hollister Inc., Wilmette, Ill., publisher of six Chicago-area suburban weekly newspapers, as an advisor and consultant on special projects. Mr. Clague retired three weeks ago as secretary of Modern Hospital Publishing Co. after 39 years with the company (AA, Dec. 12).

Andrews to Security

Bruce Andrews, formerly sales promotion manager of Stran-Steel Corp., has been appointed to the new post of merchandising manager of Security Aluminum Co., Detroit, maker of Perm-Enameled aluminum combination windows, doors, siding and awnings.



THIS IS THE AGENCY LIFE—*Weston Associates, Manchester, N.H., has just moved into this new contemporary building on an acre of wooded land adjacent to the Manchester golf course. Exterior walls are made of translucent plastic and aluminum panels, providing glare-free illumination from ceiling to floor.*

McCraken, Who Built Newspaper Chain From a Weekly, Dies

NEW YORK, Dec. 27—Tracy S. McCraken, a former reporter who raised $3,000 back in 1926 to buy the ailing weekly, the *Wyoming Eagle*, and built it into a newspaper chain, died here on Monday.

He became ill about noon on Christmas Day and was taken to the Memorial Hospital, where he died of an intestinal disorder.

Mr. McCraken began his newspaper career in 1915 as a reporter on the *Republican*. Belvedere, Ill. When he bought the *Wyoming Eagle*, he converted it into a daily and gave it a tabloid format. He began to publish it in two sections, one given away free and the other sent only to paid subscribers.

By introducing features into the free section and then transferring them to the paid section, he built his circulation to the point where he eventually discontinued the free section.

Eleven years later Mr. McCraken bought out his competitor, the *Wyoming State Tribune*. Later he bought the *Laramie Boomerang*, the *Rawlins Daily Times*, the *Rock Springs Rocket & Miner*, and the *Northern Wyoming Daily News*.

Mr. McCraken served as Wyoming Democratic national committeeman for nearly 20 years, and one of his latest official acts was to turn down an appointment as U.S. senator offered this month by Gov. Joe Hickey, who later took the appointment himself. Mr. McCraken said in rejecting the appointment: "I love newspapering more than any other form of endeavor."

JOHN W. MADEN

MEMPHIS, Dec. 27—John W. Maden, 69, retired manager of the Memphis branch of General Outdoor Advertising Co., died at his home here Dec. 8. He joined the company in 1925 as a branch accountant in Atlanta. Three years later he became branch manager here and continued in this capacity until his retirement in 1957. He was a past director and charter member of the Memphis adclub and a past president and director of the Tennessee Outdoor Advertising Assn.

FRANK MALLEN

TUCKAHOE, N. Y., Dec. 27—Frank Mallen, 63, publisher and owner of the *Westchester Law Journal* and former publisher of several weekly newspapers in Westchester County, died of a heart attack at his home on Dec. 20.

Mr. Mallen was the author of "Sauce for the Gander," a book about the old *Evening Graphic*, on which he was formerly a picture editor and night editor. He also wrote "You've Got It Coming to You," a guide to benefits for service men.

WILLIAM R. VALLEE

SYOSSET, N. Y., Dec. 27—William R. Vallee, 39, tv account representative with Doherty, Clifford, Steers & Shenfield, New York, died Dec. 22 of a heart attack at the wheel of his car. Mr. Vallee, who had been with the agency since September, 1959, had formerly been with Benton & Bowles for 12 years and was later an executive of TelePrompTer Corp.

DANIEL P. OLMSTEAD

PERTH AMBOY, N. J., Dec. 27—Daniel P. Olmstead, 89, retired president of the *Perth Amboy Evening News*, died Dec. 21 in General Hospital here. He and J. Logan Clevenger organized the *Evening News* in 1903. They sold it in 1929, when Mr. Olmstead retired. Mr. Olmstead was a former president of the New Jersey Press Assn.

JAMES C. KNOLLIN

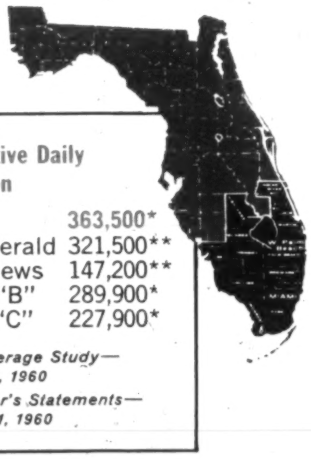
PALO ALTO, Dec. 27—James C. Knollin, 67, president of Knollin Advertising Agency, San Francisco, died of cancer Dec. 22 in Stanford Hospital. Mr. Knollin, a former account executive, started his own agency in 1933. He also was a free-lance writer with a number of articles published in national magazines. He is survived by his son, Robert, the agency's general manager. #

MILAN ADVERTISING AGENCY

Italian advertising agency with international clients, headquartered in booming Milan, staffed by executives with U.S. experience and know-how, wishes to explore possible tie-up with American agency to service your continental accounts and operate within expanding European common market framework. Principal arriving New York January 12 available for immediate discussions, highest personal and financial references.

Box 518, Advertising Age
630 Third Ave., New York 17, N.Y.

ONLY THE SUNSHINE COVERS SOUTH FLORIDA BETTER THAN WTVJ



Comparative Daily Circulation

WTVJ	363,500*
Miami Herald	321,500**
Miami News	147,200**
Station "B"	289,900*
Station "C"	227,900*

*ARB Coverage Study—January 1, 1960
**Publisher's Statements—March 31, 1960

13.1% more South Florida homes view WTVJ daily than read the area's largest newspaper . . . 147% more homes than read the second newspaper. WTVJ is viewed daily in 40.5% more homes than the average of the other two Miami television stations. Obtain the facts from your PGW Colonel. Ask him for Profile III.

WTVJ CBS SOUTH FLORIDA

REPRESENTED NATIONALLY BY PETERS, GRIFFIN, WOODWARD, INC.

WOMETCO ENTERPPISES INC.
WTVJ
WLOS-TV
WFGA-TV
(Affiliate)

Martin Ads Change as Oldest Plane Maker Completes Switch to Missiles

VanSant, Dugdale Began Initial Moves 8 Years Ago; Ketchum Finishes

BALTIMORE, Dec. 27—Martin Co., the oldest manufacturer of aircraft, completed its switch from airplanes to missiles on schedule this week as its last plane rolled off the assembly line. The company's ad program has been converted, too.

In the final stages of the transition to the space age, Martin has been working with Ketchum, MacLeod & Grove, its agency since 1959. Basic planning for the change-over goes back eight years, however, to the period when Martin's advertising was still in the hands of VanSant, Dugdale & Co., Baltimore, the agency that serviced the account for 30 years.

Martin's advertising is now aimed at portraying a countdown of the number of space-miles the company's satellites have logged, via dramatic four-color magazine ads. The idea is to "establish Martin as the leader in the missile-space age," according to Ketchum.

TODAY—it leads in Missiles and Spacecraft.
MARTIN

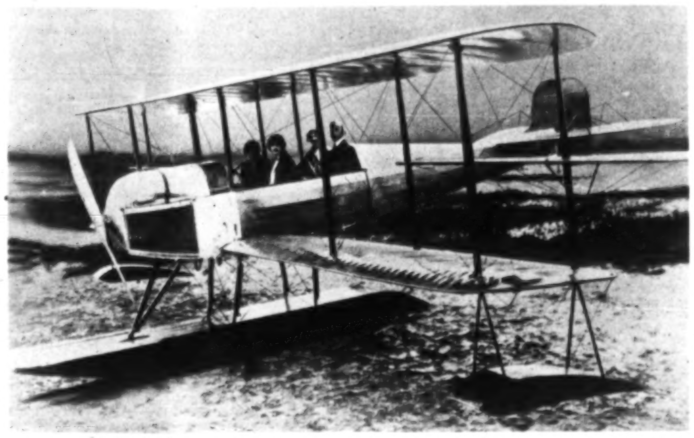
TRANSITION—*Last of a long line of Martin planes appears in this "hail and farewell" b&w newspaper ad.*

■ The approach is the "bull's-eye technique." Bill Turner, Martin account executive, described the ads as "talking concepts, but using hardware to illustrate the concepts." He said the campaign is a "drastic change" from previous Martin advertising.

The ads are running currently in *Aero/Space Engineering, Astronautics, Aviation Week, Business Week, Electronics, Financial Analyst Journal, Missiles & Rockets, The New Yorker, Newsweek, Scientific American, Space/Aeronautics, Time,* the *Wall Street Journal* and several military association publications.

Eight years ago, when Martin first reached the decision to gradually withdraw from manufacturing airplanes, ad themes were switched from "hardware product ads" to institutional ads, aimed at "decision-making" people in the field of finance and government. At the same time, the ads were designed to recruit engineers.

■ Purpose was to get away from the company's "B-26 identity" and to create the impression that Martin was moving up to an electronic and missile era, a company official said. The face-lifting job ranged from a shortening of the company name to a gradual change in logo.



GREAT BIRD—*This was one of Martin's earliest contributions to aeronautical progress.*

"We started running some 'put-a-man-on-the-moon-tomorrow' advanced-thinking type of ads," the company's spokesman said, "to get across the idea that the company was going places."

In the days when the company confined its activity to airplane production, ads were aimed at selling a specific product, whether it was Martin's "flying boat" or "2-0-2s."

Wilbur VanSant, president of VanSant, Dugdale, explained:

"Mr. Martin's philosophy had always been that the best way to build a good name is to build good products and sell a lot of them."

■ The founder of the Martin Co., Glen L. Martin, was convinced the future of aviation was in flying boats, a plane initially designed to fly coastal patrols. As early as 1929, when Martin first moved to Baltimore to be near Washington, the center of government activity, and to obtain river facilities for its flying boats, the first such plane, called the PN-1, was under development.

Mr. Martin started things off in 1909, when he built "a kite with a motor in it," the first Martin Co. plane. That year the Martin plane skimmed a few feet off the ground across a 15,000-acre lima bean patch.

The company developed open cockpit planes for the Army during World War I. The plane, called the Martin TT, was breaking world speed records and altitude records at 84 miles an hour. The

BACON KNOWS
MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the **complete** service for magazines. Best coverage, fastest service, highest accuracy.

★ BUSINESS ★ FARM
★ CONSUMER

Send for Booklet No. 59
"Clippings Benefit Business"
BACON'S CLIPPING BUREAU
14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

furniture & furnishings
SUPERMARKET METHODS
CANADIAN CONSULTING ENGINEER
ELECTRICAL EQUIPMENT NEWS
Robin Hood
SHOE AND LEATHER
EXECUTIVE
ADMINISTRATION AND CONSTRUCTION
woodworker
ELECTRICAL CONTRACTING & MAINTENANCE
Transportation
PETRO PROCESS ENGINEERING
ENGINEERING AND CONTRACT RECORD
Canadian CHEMICAL PROCESSING
ELECTRICAL NEWS & ENGINEERING
DIGEST
MACLEAN BUILDING GUIDE
Metalworking
Chemical Buyers Guide 1959-1960
Lumberman
Buyers

LOOK TO CANADA TO EXPAND YOUR MARKETS

With its accessibility—fast freight by air, road, rail and water—similar tastes in everything from jack-hammers to jets—and the obvious "North American concept" advantages—Canada is a natural when you're looking for new or bigger markets. And every Canadian market, every area of Canadian industry, is growing.

In Canada . . .
look to HUGH C. MACLEAN
for facts on industrial marketing

To reach *any* important market, you need reliable, realistic facts. Up-to-date, comprehensive data on Canadian business and industry—with detailed studies of markets—are available from Hugh C. MacLean, now. Get the facts from a Hugh C. MacLean representative. Write or phone today.

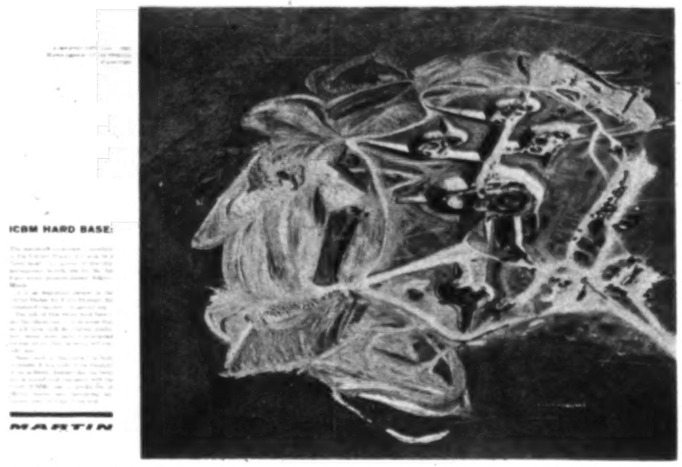
The HUGH C. MACLEAN Publications Limited CCAB
1450 Don Mills Road, Don Mills, Ontario, Canada, HIckory 4-6641

next year, the company delivered the first MB-2 bombers, but the war ended soon after it appeared.

■ When VanSant, Dugdale took over the account in 1929 from the Powers-House agency, which had serviced Martin for about six years, the company was spending $11,000 a year for advertising, all in trade journals and military magazines, Mr. VanSant said.

The agency head explained that $11,000 "was about all you could spend for trade paper advertising in those days." He outlined how the company expanded its advertising budget and media list until advertising expenditures reached a peak of $665,000 in 1945.

In between 1929 and 1945, VanSant, Dugdale developed campaigns for the "flying boats," which Martin sold successfully to Pan American, the B-26 bomber and the 2-0-2, a luxury airliner. The latter plane never really got off the ground, Mr. VanSant explained, because neither Martin nor the airlines "had the financial structure to swing the development of the plane."



PROTECTOR—*This four-color magazine spread showing construction of a base for the Martin-built Titan presents it as a war-deterrent.*

In 1939 Martin spent $28,800 for advertising. The next year the figure had jumped to $75,200, largely because of a broadened concept of whom Martin was trying to reach.

■ Mr. VanSant said the new Martin advertising approach took in five distinct reader-interest groups, which meant that the company had to expand its media list to include business and general publications.

■ He listed the new advertising targets as (1) personnel of airlines and the airline industry; (2) the financial interests which finance and organize the airline industry; (3) the security buying public which furnishes capital for the airlines; (4) the air-minded public which provides the passengers and cargo revenue and (5) the men who, with public favor, make and administer the laws to aid or restrict the industry.

"This was the beginning of Martin's modern advertising program," Mr. VanSant said.

During the war years, Martin modified its approach to include product ads supporting the war effort. These were ads designed to build up the public morale, showing B-26s, for instance, as the country's guardian.

Martin spent $119,000 for advertising in 1941, $228,000 in 1942, $411,000 in 1943, $500,000 in 1944 and $665,000 in 1945. In 1946, advertising expenses dropped off to $497,000.

TESTIMONIAL—*This four-color magazine page ad that Martin ran as 1960 drew to a close uses a favorable Defense Department report on its Bullpup missile.*

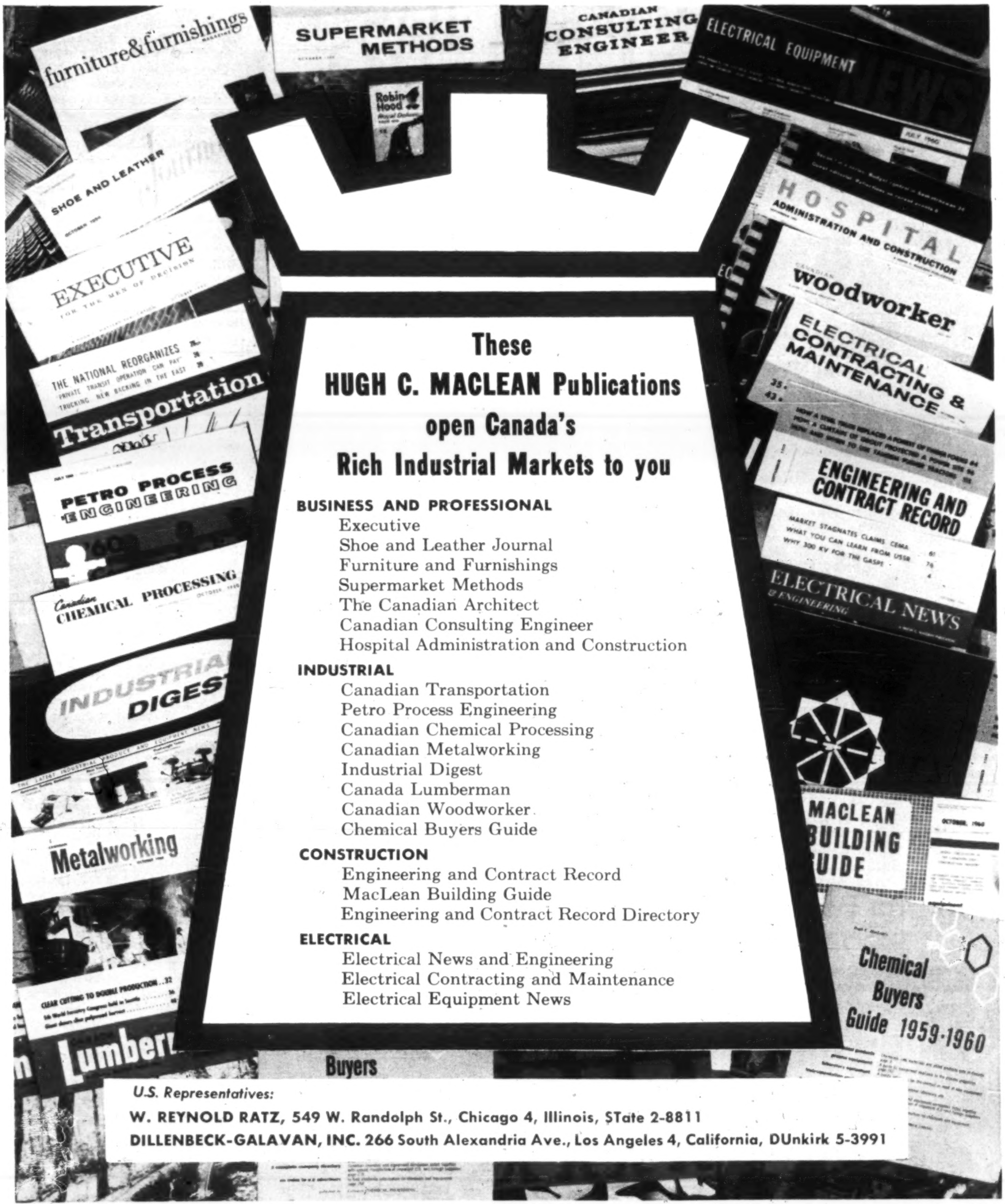
Media were expanded to include *Collier's*, *The Saturday Evening Post*, and *Time*. Not until eight years ago did Martin launch its first institutional campaign to ease the transition into the space age.

After the war, Martin concentrated on getting people interested in flying. Ad themes emphasized the time that could be saved by flying in Martin planes, even for short hauls. #

Wade Installs Closed-Circuit Television System

Wade Advertising, Chicago, has installed a closed circuit tv system capable of handling video tape, the first Chicago agency to use such a system. A tv audio line and a coaxial (video) cable, rented from Illinois Bell Telephone Co., runs from Graphic Pictures Studios on top of the Daily News Bldg. to Wade's quarters in the Kemper Insurance Bldg.

Wade says it plans to use the facilities for viewing in its conference room clients' film, videotaped and live commercials, pilot films for sale by syndicators and networks and closed circuit broadcasting and video taping of new campaign presentations.


furniture&furnishings
SUPERMARKET METHODS
CANADIAN CONSULTING ENGINEER
ELECTRICAL EQUIPMENT NEWS
SHOE AND LEATHER
EXECUTIVE
HOSPITAL ADMINISTRATION AND CONSTRUCTION
Woodworker
ELECTRICAL CONTRACTING & MAINTENANCE
Transportation
PETRO PROCESS ENGINEERING
ENGINEERING AND CONTRACT RECORD
CHEMICAL PROCESSING
ELECTRICAL NEWS & ENGINEERING
INDUSTRIAL DIGEST
Metalworking
MACLEAN BUILDING GUIDE
Chemical Buyers Guide 1959-1960
Lumberman
Buyers

These
HUGH C. MACLEAN Publications
open Canada's
Rich Industrial Markets to you

BUSINESS AND PROFESSIONAL
Executive
Shoe and Leather Journal
Furniture and Furnishings
Supermarket Methods
The Canadian Architect
Canadian Consulting Engineer
Hospital Administration and Construction

INDUSTRIAL
Canadian Transportation
Petro Process Engineering
Canadian Chemical Processing
Canadian Metalworking
Industrial Digest
Canada Lumberman
Canadian Woodworker
Chemical Buyers Guide

CONSTRUCTION
Engineering and Contract Record
MacLean Building Guide
Engineering and Contract Record Directory

ELECTRICAL
Electrical News and Engineering
Electrical Contracting and Maintenance
Electrical Equipment News

U.S. Representatives:
W. REYNOLD RATZ, 549 W. Randolph St., Chicago 4, Illinois, STate 2-8811
DILLENBECK-GALAVAN, INC. 266 South Alexandria Ave., Los Angeles 4, California, DUnkirk 5-3991

WTRF-TV STORY BOARD

T. R. Effic!

Special Awards Announced!
JEALOUS MAN AWARD goes to the man who shot his sweetheart when she told him she ate her breakfast with gusto.

Wheeling wtrf-tv

COMMUNITY CHEST SLOGAN AWARD goes to the originator of "We're putting all our begs in one ask it."

wtrf-tv Wheeling

BEST NAMED DRINKS AWARD to Three Gaynor's "Bottleneck" of Bridgeport, Ohio, for the *David & Goliath*, one small one and you're stoned; and the *Alcatraz*, big shot on-the-rocks.

Wheeling wtrf-tv

MOST DOMESTIC STORY AWARD goes to the housewife in Tibet. Smelling something burning, she rushed into the kitchen crying, "Oh my baking yak!"

wtrf-tv Wheeling

MERCHANDISING AWARD to wtrf-tv's Kirk Jackson for giving alert advertisers the channel 7 come 11 point sales-booster merchandising plan.

Wheeling wtrf-tv

UNIQUE GIFT AWARD goes to the maker of a musical garbage can . . . lift the lid and it plays "Nobody Knows the Rubble I've Seen."

wtrf-tv Wheeling

BEST FIGURE AWARD goes to the 7,500 retail outlets in the Wheeling Market for ringing up $1,725,286,000 in sales annually. That's some *figure!* Ask George P. Hollingbery to tell you how *wtrf-tv stacks up around here.*

CHANNEL SEVEN NBC **WHEELING, WEST VIRGINIA**

TONE . . . *The only Negro Newspaper Magazine Section!*
. . . *a supplement that gives advertisers "extra coverage" in many markets.*

TONE
SUPPLEMENT TO
JOHNNY MATHIS' BIG DECISION
300,000
OCTOBER 1960

TONE — in just one year:
A. Serves 49 Negro newspapers.
B. Reaches 363,000 Negro families.
C. Has 22.9% more coverage in 90% of the cities it is distributed, than all other national Negro printed media.

Your advertisement is reproduced . . .
A. in black and white.
B. in black & one color.
C. in vibrant full color.

Advertise in TONE, the wonder supplement of Negro newspapers . . . a new media that holds the key to the growing Negro market . . .

FOR DETAILS: WRITE OR CALL
TONE Publications, Inc. • 702 E. 63rd Street
Chicago, Illinois FAirfax 4-5755

Advertising manager, Edgar M. Harris
Editor & Publisher, Donald W. McIlvaine

TONE's *special Classified word rate; 25 cents per word.*

AMERICAN TREND IS MERCHANDISED TO AN AUDIENCE OF 200,000,000
STYLE SELLING

Medeski Kroehler Lewis Chadwick

HOLLYWOOD PROMOTION—*Film Star Jerry Lewis meets with D. L. Kroehler, president, Kroehler Mfg. Co.; Tom Chadwick, Kroehler account executive at Henri, Hurst & McDonald; and Ed Medeski, Henri, Hurst merchandising executive, to discuss a furniture promotion featuring Kroehler's American Trend collection.*

THE CHARLESTON MARKET HAS
Blue Chip Industries

FORTUNE MAGAZINE some years ago referred to Charleston's Great Kanawha Valley as the "Ruhr of the U. S. Chemical Industry."

Fortune again in 1960 did West Virginia and the Great Kanawha Valley a great favor, of course unknowingly, when they published "The Fortune Directory." Their Directory lists "The 500 Largest Industrial Corporations" in the United States ranked by sales.

Out of this most impressive list the Great Kanawha Valley was the home site for a plant or production facility for 13 of these huge corporations. (See Roster on the right.)

Three more of these industrial giants have one or more operations within the Primary Market as covered by the Charleston Newspapers. (At bottom of Roster.)

In fact "The Fortune Directory" did the entire state of West Virginia a great service.

Of these 500 titans of industry the state can lay legitimate claim to being the site of a plant or production facility for 46. The list was carefully checked with the West Virginia Industrial and Publicity Commission as well as with the Charleston Chamber of Commerce.

No claim was laid to any of these corporations on the basis of a branch sales office or a distribution point. The sole criteria for selection was whether or not production of the corporations' goods or services took place within the borders of the state and West Virginians were employed in the process.

Roster

E. I. du Pont de Nemours & Co.
Union Carbide Chemicals Corp.
Republic Steel Corp.
Monsanto Chemical Co.
Pittsburgh Plate Glass Co.
(Columbia Southern Chem. Corp.)
Owens Illinois Glass Co.
Food Machinery & Chemical
(Westvaco-Chlor-Alkali)
(Ohio Apex)
Libby Owens Ford Glass
Celanese Chemical Co.
(Mason County)
American Viscose Company
Pure Oil Company
Diamond Alkali Co.
Gulf Oil Company
(Goodrich-Gulf Chemicals Co.)

Kaiser Aluminum & Chemical
Koppers Company
Island Creek Coal Company

PAYROLL DATA—A complete Roster of Industry in the Great Kanawha Valley listing the number employed and paydays is available upon signed letterhead request. Please write: William E. Grose, Manager of Marketing, Newspaper Agency Corp., Charleston 30, W. Va.

PRINTER'S INK in its "Advertisers' Guide to Marketing for 1961" published last September gave Charleston high evaluation in dealing with "Markets Across America." Here is an excerpt:

"Nowhere in the United States has there been more rapid growth of giant chemical and metallurgical complexes than in this state (West Virginia) and particularly in the Charleston area. Few areas can rival its facilities for boiling, distilling, and transforming molecules of carbons and transmuting them into textiles, sprays, fibers, fuels, jellies, powders and all the chemical achievements common to commerce today."

In a new market folder (write for a copy) several of the plants of these giants of industry are pictured and their activities briefly described. Mightiest plant of all at present is Union Carbide Corporation.

After the first part of that folder had been engraved and gone to the printer, Carbide announced still another expansion.

Another huge laboratory will be built at its Technical Center. A five story structure, it will cover a gross area of 130,000 square feet, and house 94 technical offices and 107 laboratories. Completion is scheduled for 1962. Overall employment at Carbide's South Charleston and Institute plants now exceeds 8,000 and is growing constantly.

So we say thanks to *Fortune Magazine* and to *Printer's Ink* for these detached observations on the industrial standing of West Virginia and Charleston's Great Kanawha Valley.

WEST VIRGINIA'S LARGEST NEWSPAPERS COVER WEST VIRGINIA'S NO. 1 MARKET

The Charleston Gazette | Charleston Daily Mail | Sunday GAZETTE MAIL

Publishers: Newspaper Agency Corp., Charleston 30, W. Va.
Represented Nationally by JOHNSON, KENT, GAVIN & SINDING, INC

Kroehler Drive Ties in With Jerry Lewis Film

CHICAGO, Dec. 28—Kroehler Mfg. Co. is wrapping up an "American-Trend-Ladies Man" promotion package for furniture retailers designed to capture the excitement of show business for the retail furniture store.

The campaign stems from the selection of Kroehler's American Trend furniture collection by Hal Pereira, Paramount Pictures' set designer, for the set of the next Jerry Lewis film, "The Ladies Man," which just started production.

The promotion will include an advertising campaign in trade publications and magazines, displays of American Trend furniture in theater lobbies at showings of "The Ladies Man," scheduled for mid-summer release, dealer aids and store display material.

■ The trade advertising program will begin next week, coincidental with the January home furnishings market, in about 10 publications. A spring consumer ad schedule will run in *American Home*, *Bride & Home*, *Bride's Magazine*, *Living for Young Homemakers* and *Modern Bride*.

In addition, American Trend dealers will be supplied with a publicity kit and a promotional handbook telling how to get maximum mileage from the tie-in, plus a list of all theaters scheduled to play the picture and the opening date.

Backing Kroehler's efforts, Paramount Pictures has arranged for its staff of merchandising representatives to meet with Kroehler dealers to work out local details on the promotion. This will include development of American Trend theater lobby displays, contests and where possible, in-store appearances for stars traveling to promote the picture. Theater owners scheduled to show the Jerry Lewis picture will receive a list of Kroehler dealers interested in the promotion.

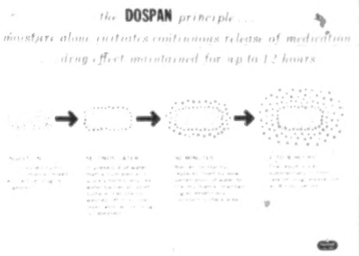
Henri, Hurst & McDonald is Kroehler's agency. #

Walker to Walker Research

Frank D. Walker has been named partner and director of sales of Walker Research Services, Indianapolis. Tommie Walker is president of the family business that was founded in 1939 and conducts local and national marketing studies.

Carey Buys Boland Assets

Len Carey, who resigned in July as exec vp of C. J. LaRoche & Co., New York, has purchased all the physical assets of Boland Associates, Honolulu. The new agency will be called Len Carey Inc.


the DOSPAN principle ...
moisture alone initiates continuous release of medication
drug effect maintained for up to 12 hours

WEIGHT CONTROL—*Wm. S. Merrell Co., Cincinnati, will run ads for its new Tenuate Dospan appetite depressant in 13 medical publications. Sudler & Hennessey is the agency.*

'Time' Shifts Nine in Executive Revamp

NEW YORK, Dec. 27—*Time* has realigned its executive lineup, boosting Robert C. Gordon, New York ad sales manager, to the new post of assistant publisher.

At the same time, *Time* switched Rhett Austell from circulation manager to general manager, succeeding Frederick S. Gilbert, recently appointed general manager of Time Inc.'s broadcasting division. Putney Westerfield, assistant circulation manager, succeeds Mr. Austell.

On the ad side, *Time* announced that John Crandell, formerly sales manager in Los Angeles, moves to New York succeeding Mr. Gordon.

Royal Peterson, assistant New York manager, becomes Philadelphia ad sales manager, succeeding Dean Hill, who takes over Mr. Peterson's job in New York.

Frank Stewart, of *Time's* Philadelphia ad staff, moves to Los Angeles to succeed Mr. Crandell.

▪ *Time* also promoted Leonard Black from its Philadelphia sales staff to the new post of manager of industrial and corporate advertising. James Cobbs, formerly with the magazine's sales staff in New York, was named to the new post of manager of consumer goods advertising. #

Two Take Over Posts Held by Sickels, Retiring at Parke, Davis

Ralph G. Sickels, advertising-public relations executive of Parke, Davis & Co., Detroit, retired Dec. 31 after 40 years with the company. Mr. Sickels is 68, having remained with the company three years beyond the usual retirement age on request of Harry J. Loynd, president. In anticipation of Mr. Sickels' full retirement, Parke, Davis several months ago appointed two men to take over the posts he has held: John A. MacCartney as public relations director and George A. Bender as director of institutional advertising.

Ralph G. Sickels

Mr. Sickels joined the Parke, Davis ad department in 1920; became ad director in 1928 and added pr duties in 1952.

Fletcher's Castoria in Drive

Sterling Drug, New York, will run a 52-week spot tv schedule in more than 50 markets for Fletcher's Castoria, starting in early January, using three to five announcements per week. Brown & Butcher is the agency.

Commercial Solvents Sets Drive

Commercial Solvents Corp. will promote Hi-D, ammonium nitrate fertilizer, in about 40 radio and 15 tv farm markets for 13 weeks, beginning about Feb. 1. Fuller & Smith & Ross is the agency.

TV Nets Agree to Ban 'Inappropriate' Ads for Inauguration

WASHINGTON, Dec. 28—The inaugural committee revealed last week that it has an agreement with tv networks to ban "inappropriate" products from sponsoring inauguration events.

There's no list of "forbidden" products, according to Edward H. Foley, chairman of the inaugural committee, and Sam Brightman, director of publicity, but it would include such products as beer, deodorants and girdles.

▪ The inauguration ceremony is to be carried sustaining by all networks. The committee hopes networks will find sponsors for the parade, the "gala" show, and the inauguration ball—and will share the "royalties" to help finance the inauguration. #

WANT TO SELL FARMERS OVERSEAS?

Agricultura de las Américas
World Farming

Your farm market can be as wide and prosperous as the world! Now, many manufacturers of farm-use products enjoy a brisk export business. They depend upon two unique international magazines to reach leading ranchers, planters and commercial farmers. They use **Agricultura de las Américas** for its leading audited farm market coverage of Mexico, Central and South America.

To generate sales in Africa, Asia, the Middle East and Oceania, the media choice is **World Farming**, also the leader in its field. Write today for informative Market and Media Folder.

AGRICULTURA de las AMERICAS | **WORLD FARMING**

1014 WYANDOTTE ST., KANSAS CITY 5, MO.

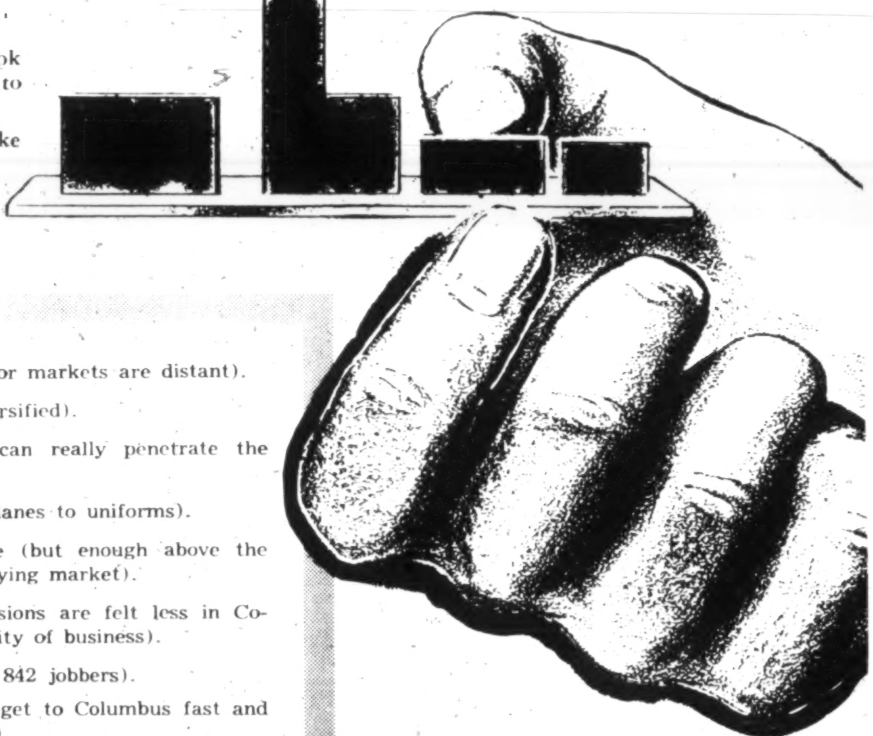
Confirmed again...

Columbus, Ohio is

TEST CITY, U.S.A.

When the READER'S DIGEST wanted to take a look at its own impact on a typical American city it went to Columbus, Ohio.

Why? Because Columbus has the vital elements that make a good test market . . .



1. It's self-contained (and other major markets are distant).
2. Its population is typical (and diversified).
3. Good, co-operative media (you can really penetrate the market)
4. Business is diversified (from airplanes to uniforms).
5. Income level is close to average (but enough above the national average to make it a buying market).
6. Business activity is stable (recessions are felt less in Columbus because of its wide diversity of business).
7. Good distribution (5280 retailers, 842 jobbers).
8. Good transportation (your goods get to Columbus fast and economically by air, rail or truck).
9. Experience counts (and Columbus media know the "ins and outs" from scores of successful test campaigns).
10. A good record as an indicator (companies like P&G, Colgate Palmolive, Lever Bros., General Foods and Armour & Co., know that they can count on Columbus to predict the national sales picture. That's why they have used The Columbus DISPATCH repeatedly).

THE BEST WAY TO REACH COLUMBUS, OHIO . . . . . . TEST CITY, U.S.A. . . . IS THROUGH THE LOCAL MEDIA THAT DELIVER THE MARKET, THE COLUMBUS DISPATCH AND CITIZEN-JOURNAL. Here is a combined daily circulation of more than 310,000 and a Sunday circulation of 277,000. Get the facts on Columbus, Ohio and its newspapers today. They'll be vital in any marketing program planning . . . Especially if you're "feeling it out."

THE Columbus Dispatch
Evening and Sunday
and Columbus Citizen-Journal
Morning

Attractive combination rates available.

Representatives:
O'Mara & Ormsbee, Inc.
(New York, Chicago, Detroit, San Francisco, Los Angeles)
McAskill, Herman & Daley, Inc.
(Miami Beach)

TESTING

Herbert Tareyton Cigarettes was tested in the Portland, Maine market, the ideal test city.

PORTLAND PRESS HERALD • EVENING EXPRESS AND SUNDAY TELEGRAM

100% coverage of city zone
94% coverage of ABC retail zones

1

ONE•SIX•TWO

That's the order in which Portland, Maine rates as a test market. . . . 1st in U. S. cities of 150,000 pop. 6th in U. S. cities regardless of population and 2nd in New England regardless of size of population.*

PORTLAND, MAINE NEWSPAPERS

* source Sales Management

represented by the
Julius Mathews Special Agency, Inc.

CHEERS—*Having a good time at the Christmas party of the Art Directors Club of Chicago at the Gaslight Club is the club president, Herb Bull of J. Walter Thompson Co., flanked by Gaslight waitresses.*

INSURED
SPECIAL DELIVERY
SPECIAL DELIVERY
AMERICAN CANCER SOCIETY

Our business is fighting cancer . . .

. . . reaching as many people as possible with life-saving facts.
Through no other medium can we present these facts more effectively than in films.
Nowhere can we reach a larger audience than through television.

We have more than fifty films available for television showing. Their time segments range from 7 minutes to 29:30. Their subject matter covers a wide area. Some deal with special sites of cancer. Others are of a more general nature —attitude-changers, institutional material. Some are matter-of-fact. Others are humorous. All of them are first-rate professional jobs. All of them are important weapons in the fight to control cancer. Be a life-saver. Use them.

For information about these free films contact the American Cancer Society Unit in your city or write to:

AMERICAN CANCER SOCIETY
521 West 57th Street, New York 19, New York

Phoenix Insurance Uses 'Post' Page to Launch New Policy

HARTFORD, Dec. 28—Phoenix of Hartford Insurance Companies has scheduled a b&w page in the Jan. 7 issue of *The Saturday Evening Post* to launch a new "Careful Homeowner's Policy."

The new policy, available in 20 states, utilizes the merit-rating feature common in automobile policies. If a homeowner can avoid slipping in the bathtub, falling off a ladder or any of the other mishaps that occur around the house, he is entitled to a 10% automatic reduction in cost after a year without a claim, and 15% after two years.

The policy provides coverage on dwelling, contents, personal property and liability. The couponed ad will appear in regional issues of the *Post*.

Kenyon & Eckhardt, Boston, is the agency. #

'Family Circle,' Food Chain Assn. Join in Promotion

Family Circle and the National Assn. of Food Chains are opening a promotion—"Eat big—spend small"—with free distribution of 7,000,000 menu and recipe booklets Jan. 3. January's *Family Circle* carries editorial and advertising keyed to the theme, and food chains are expected to tie in with substantial advertising and promotion in local media.

Katz Agency Elects Three

W. Fiske Lochridge, recently named general manager of the newspaper division of Katz Agency, has been elected a Katz vp and director. Daniel Denenholz, vp and director of research and promotion, was elected secretary. Stanley Reulman, manager of the San Francisco office, was named vp in charge of the West Coast.

De Beaubien Joins Hearst

Phil F. de Beaubien, former publisher of the defunct *Detroit Times*, has joined Hearst Magazines as a vp.

St. Anthony MESSENGER

Tap this source of big business. Advertise every month.

MARCH ISSUE CLOSES JAN. 20

Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176

NATIONAL CATHOLIC FAMILY MAGAZINE

"I don't know who you are.

I don't know your company.

I don't know your company's product.

I don't know what your company stands for.

I don't know your company's customers.

I don't know your company's record.

I don't know your company's reputation.

Now—what was it you wanted to sell me?"

MORAL: Sales start before your salesman calls—with business publication advertising.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N.Y

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Aspirin Demonstration Annoys This Reader

To the Editor: Why doesn't your Creative Man take a well-deserved pot shot at the advertising of Bayer aspirin?

In print advertising as well as on tv they show how quickly Bayer aspirin dissolves while going down a water-filled glass "gullet" into a water-filled glass "stomach." Of course, the Bayer aspirin tablet is completely dissolved when it hits bottom.

But who the hell ever takes more than a swallow or two of water when he takes aspirin? Fact is, any normal human who had his entire gullet and stomach filled to the brim with water or any other liquid would probably regurgitate the entire contents even before the aspirin got into his mouth!

This ridiculous demonstration insults the intelligence of all but the feeble minded, I am sure. Don't you agree?

Roger Combs,
Account Supervisor, MacManus, John & Adams, Los Angeles.

• • •

Classified Ad Causes Reader to Ask, 'Why Pay?'

To the Editor: Recalling your front page story of Oct. 24, headlined, "Four A's Hires PR Counsel to Aid in Bettering Ad Image . . ." and noting a classified ad in your Nov. 28 edition where publicity is promised as, "Your Client Pays Only for Results . . . No Fees or Retainer," it strikes me that the Four A's is wasting its money. Why retain anyone?

Tom Haggard,
President, Greater Miami Public Relations Assn., Miami, Fla.

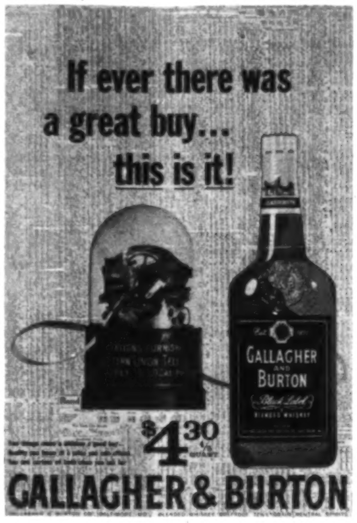
• • •

Financial Page Idea Not New

To the Editor: Your Dec. 12 issue reprodued Park & Tilford's advertisement using a financial page background.

Enclosed is reprint of a 600-line Gallagher & Burton advertisement which appeared in newspapers along the Atlantic Seaboard in 1958.

Just as a matter of curiosity, maybe even we were not the first ones to employ this technique. I wonder if there were any earlier examples?



Murray Koff,
Director of Advertising and Sales Promotion, Kessler-Hunter Distillers Co., New York.

• • •

Caption Errs on Number of Opinions Tested

To the Editor: . . . Regarding the APT System, I am pleased to advise you as follows regarding the mistake in the caption beneath the pictures of these machines in your Dec. 5 issue.

Instead of 35,000 consumer opinions per 10-store test, the Automated Preference Testing System yields 3,000 to 5,000 unsolicited, mechanically protected consumer opinions per 10-store test. A national panel test (consisting of 160 A&P stores) will deliver from 45,000 to 60,000 individual opinions from the point of sale to management's desk in 72 hours. As you know, the system has been used primarily for labeling, packaging and new product questions with such companies as Richardson-Merrell (Vick) and General Electric.

Thank you again for the opportunity of correcting this original statistical error . . .

C. Langhorne Washburn,
President, Automated Preference Testing Corp., New York.

• • •

A Matter of Taste . . .

To the Editor: Reading the account of the FTC's case against Colgate and their findings that the glass shield "implied" 100% protection against tooth decay, I couldn't help but wonder what FTC examiner would attack the Heinz slogan as shown on Page 1 of the Dec. 19 AA. If my 20-20 eyes are still functioning 20-20, it looks as though it says, "Heinz makes *everything* taste better."

It's rather hard to imagine some Heinz chili sauce or ketchup making a bowl of Cream of Wheat taste better. And wouldn't it be delightful to revel in a big slice of lemon meringue pie doused with a mixture of Heinz chili sauce and hot ketchup? But the epicure's delight *must* be to imagine a smooth King Alphonse with a liberal dash of Heinz sauce!

The better business bureaus have always maintained that no one has a monopoly on superlatives. Perhaps the Maxon agency should keep this in mind and in the interest of truthful, FTC-approved advertising change the contest to "How Many Things Can You Name That *Don't* Taste Better with Heinz?"

Robert W. Lofton,
Advertising Director, *Daily Telegram*, Columbus, Neb.

• • •

One More Way to Get a Job in Advertising

To the Editor: I read Jim Woolf's Nov. 21 column, "You Don't Have to Be a College Graduate," and the subsequent letters to the editor, with a great deal of amusement. Jim Woolf was the first person to interview me a few years ago when I was trying to break into advertising.

In the early minutes of our interview, Mr. Woolf was polite and considerate. Then, when he learned that I had no agency experience, he pulled the usual routine: he stormed and fussed because he wanted youth, originality and freshness . . . plus 20 years' experience. We had quite a verbal battle and he almost dared me to get a job with the agency.

After talking to other of the agency executives, I got the job.

Later in the year, I smugly complimented one of the pro-Christopher executives on having recognized my latent talent as a writer. He snorted and said, "Hell! We didn't hire you because of talent; we hired you because you *insisted* on being hired!"

My advice to aspiring adwriters would be, "No guts . . ., no glory!"

Jon M. Christopher,
Creative Director—Radio and Television, MacFarland, Aveyard & Co., Chicago.

• • •

An Ad That Pays Tells the Cost

To the Editor: The attached ad appeared in one of the Chicago suburban newspapers (the Hollister papers' *Northbrook Star*) on Dec. 15.

Certainly in a day when too little is said in an ad about the actual cost, this Northwestern Railroad ad covers both sides of its story convincingly. As a matter of fact, you can figure your own costs as they say . . .

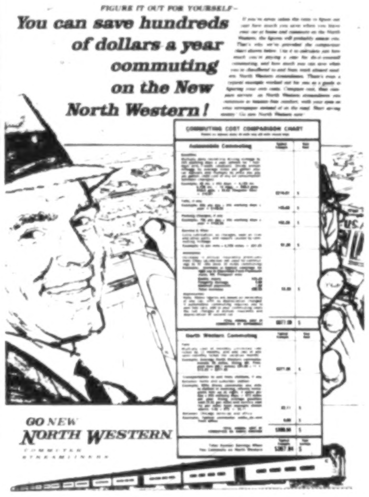
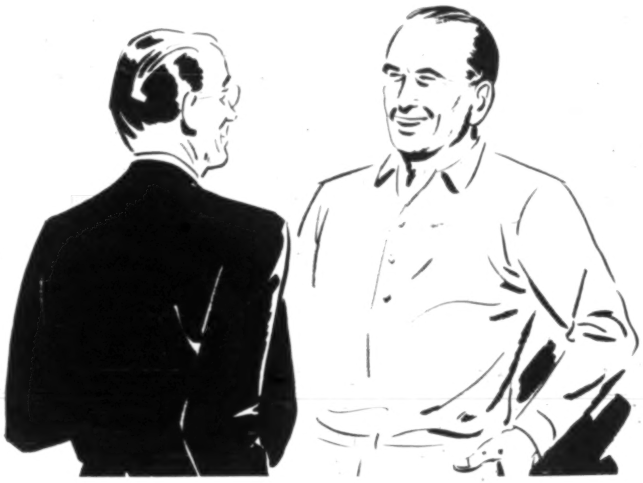


FIGURE IT OUT FOR YOURSELF—
You can save hundreds of dollars a year commuting on the New North Western!
COMMUTING COST COMPARISON CHART
GO NEW NORTH WESTERN

G. Edward Winslow,
House & Home, Chicago.



Your Mat Molder will help you make your newspaper ROP color campaign a success!

This man also is a technician in the advertising and sales-promotion business. He is the man upon whom you can depend to complete the most important step in your newspaper color campaign:

the final delivery of your sales message, with all the impact of the original art and color put into it by you with painstaking effort and heavy budget investment.

CERTIFIED BLUE RIBBON CC MATS have helped him make available to you an exceptional degree of certainty in ROP color. They make possible the preparation of full page mats by the commercial molder for curve casting in the newspaper plant. They eliminate the hazards of double stereotyping . . . stop faulty register . . . and end image distortion on the printed sheet.

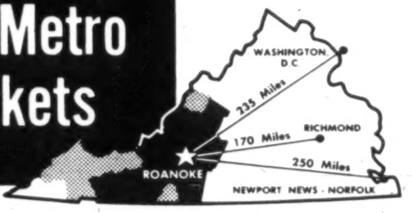
Five different types of CERTIFIED BLUE RIBBON mats offer every combination of sensitive base and facing needed to meet every special condition. Consult your mat molder, or communicate with

Certified
BLUE RIBBON MATS

555 Fifth Avenue, Department D,
New York 17, N. Y.

Roanoke, Va., Newspapers reach more people than 22 of the top 100 Metro Markets

16 pages of up-to-the-minute facts about the $790,900,000 Roanoke, Virginia, market. Write Arthur Wimmer, Roanoke Newspapers — or Sawyer-Ferguson-Walker.



FULL COLOR *Now Available*

THE ROANOKE TIMES
The Roanoke World-News

SAWYER - FERGUSON - WALKER, *Nat'l Representatives*

CHICAGO
UNLIMITED
VITY
ECONOMY
QUAL

Baggee Murphy Baker

CHRISTMAS PARTY—*At the speaker's table during the Broadcast Advertising Club of Chicago annual Christmas party were Arthur Baggee, president of the club; Mrs. Leona Murphy, president, Women's Advertising Club; and Frank Baker, president, Chicago Federated Advertising Club.*

Radio Code Board to Weigh Acceptability, Possible Rules for Personal Products Ads

New York, Dec. 27—Preparation H, which gave the NAB tv code review board its first major test of strength, will be one of the problems facing the new NAB radio code board when it holds its second meeting in Washington Jan. 12-13. Whitehall Labs' best-selling hemorrhoid treatment will share the spotlight with another personal product, Lydia E. Pinkham's medicine.

At that time the radio board will be faced with two basic questions: (1) should such intimate personal products as these be considered acceptable for radio advertising? (2) and, if so, should there be some industry guidelines to insure inoffensive handling of these products?

■ The NAB position to date has been that Preparation H and Lydia Pinkham are acceptable products for radio. The association is new at the business of radio code enforcement; a self-regulatory setup, comparable to that for tv, came into being last July 1 to replace the old honor system.

Several stations have queried NAB about Preparation H and Lydia Pinkham schedules. In the case of both products, the association said that in the absence of specific prohibition against individual personal products, these could not be ruled out under the code. But the association also directed questioners' attention to the code provision, which states: "All advertising of products of a personal nature, when accepted, should be treated with special concern for the sensivities of the listeners."

■ Lydia E. Pinkham, through Cohen & Aleshire, is planning a radio drive for a January kickoff. The blueprint calls for minutes on an extensive list in major markets. According to agency sources, a fall campaign ran in a number of markets with no clearance roadblocks. No difficulty is anticipated in spending the '61 radio budget.

For a while it looked as though Ted Bates & Co., the biggest spender in spot tv, was winning its clearance battle for Preparation H despite the NAB ban against this type of medicine. But now the tide has turned—due perhaps to the tv code board's firm stand and the government's closer scrutiny of all broadcasting operations.

At its peak in late 1958 or early 1959 before the NAB efforts to clean up personal products on tv became effective, Preparation H was running on about 150 tv stations. Actual figures are no longer available, but the lineup now is believed to be down to half that figure or less.

Some stations that chose Whitehall's dollars in preference to code membership have returned to the fold. Tv code membership is gaining with about 70% of stations now subscribing. But TvB figures show Preparation H's spot expenditures still to be about $1,000,000 a year.

■ On the other hand, Bates, which has moved slowly in its efforts to make Preparation H a subject that could be talked about in the best print and broadcasting ad circles, has steadily expanded its print acceptance. There are a handful of holdouts, but most magazines and newspapers now are willing to carry the "shrink hemorrhoids without surgery" copy.

Radio's use for Preparation H pre-dates its entry into television in 1955; the television difficulties have renewed interest in radio. Agency sources would not say how many radio markets are being used, except to indicate that this list, which is being expanded as money becomes available in individual markets, is below 50.

Bates reported that a few radio stations had turned the copy down, but that clearance had been no real problem since NAB had designated hemorrhoid treatments as an acceptable product for radio advertising.

On paper, the radio copy looks to be a bit more hard-sell and clinical than the tv ads. The radio copy claims "proof of dramatic new relief of swollen, injured tissue" from the "new healing medicine," with the "new wonder substance we call Biodyne."

■ A spot check of station representatives by Advertising Age drew varied reactions. One salesman said he had called Bates when reports of Preparation H stepped up buying began to circulate and was told there was no money available in his markets.

Several representatives said many of their stations had turned down a schedule of minutes because the copy content was "too specific and personal, the subject matter touchy, and the approach offensive." One salesman said he thought the copy could easily be modified to make it perfectly acceptable for radio, and that, if this were done and Bates decided to move into spot radio in a "big, big way" with Preparation H, the agency should have no trouble getting the stations it wants.

No one can predict what will come out of the radio code board's discussion of the touchy personal products dilemma next month. But the consensus seems to be that radio is inclined to hold onto this category of intimate personal products—as long as they are handled in good taste.

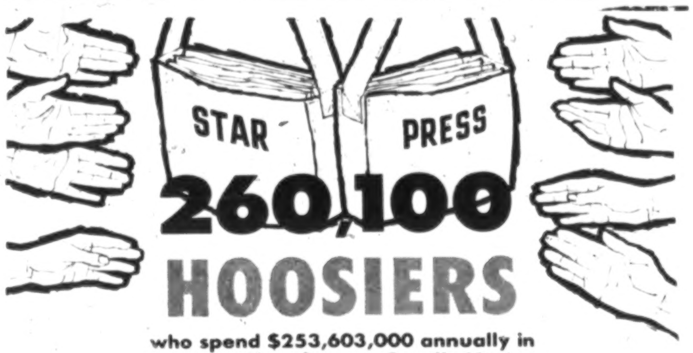
■ Some broadcasters believe that what is offensive in two dimensions may not be so offensive when covered only in one dimension. Those supporting this school of thought will argue that medicines for not-to-be-discussed ailments can be advertised on radio without offending if the commercials are written in a softer-sell vein and common sense is used in the selection of time periods. #

GE Unit Names Pleskach

The major appliance division of General Electric Co., Omaha, has appointed Pleskach & Smith Advertising Agency, Omaha, to handle its advertising in Nebraska and Iowa, effective Jan. 1.

Ketchum Moves Headquarters

Ketchum, MacLeod & Grove has moved its Pittsburgh headquarters to the top three floors of the new, 22-story Four Gateway Center, Pittsburgh.



260,100 HOOSIERS

who spend $253,603,000 annually in Muncie's Five-County Retail Market, can't wait to read and shop

The MUNCIE STAR ★ MUNCIE EVENING PRESS

MUNCIE, INDIANA

National Representatives: Kelly-Smith Company

To sell in **AKRON**
only the **BEACON JOURNAL**
can do the job...

HOW DO YOUR PRODUCTS RANK IN

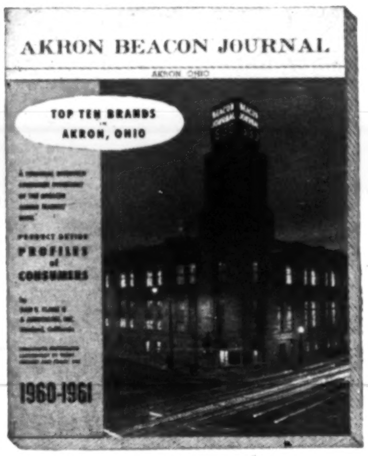
AKRON? OHIO

You'll find your answer in the new

1960-1961

TOP TEN BRANDS

A personal Akron home interview Consumer Inventory, consisting of 130 different categories with brand profiles by income, age and number of persons per household, is yours through your nearest Story, Brooks & Finley office.



Here are the facts about the Akron Beacon Journal area of influence

1 1/2 BILLION DOLLAR MARKET

POPULATION **771,261** . . . FAMILIES **226,175**

Total Beacon Journal Circulation

DAILY **167,704** — SUNDAY **178,499**

Plan your sales promotions in Akron's ONLY Daily and Sunday newspaper and be sure your messages go home. ROP 1 color and black, 2 color and black and full color available Daily and Sunday Rotogravure and color Comics available on Sundays.

AKRON BEACON JOURNAL

"Ohio's Most Complete Newspaper"

JOHN S. KNIGHT, Publisher

Represented by Story, Brooks & Finley

America's largest magazine (A SUNDAY MAGAZINE)

reaches at least half of the

families in counties doing

18% of total U.S. retail sales.

But add Parade and the

18% jumps to 43%

The Sunday Newspaper Magazine
PARADE

The Sunday
Magazine section of
strong newspapers
throughout the
nation, reaching ten
million homes
every week.

Advertising Age
Feature Section

What Motivates Middle Majority—Special
CM Focuses on Polaroid
How to Choose Agency Personnel—Groesbeck
Peeled Eye Roves Again

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

A Creative Five and Ten for Admen . . .

Courageous Ad Manager Expounds on Care and Feeding of Creative Agency Personnel

A panel on creative advertising was a feature of the annual meeting of the Assn. of National Advertisers at the end of 1960. Albert Brown, advertising vp of Best Foods, set the stage for the panel's discussion with a witty, penetrating discussion of five problems and ten precepts in this area which is given in nearly full text here.

By Albert Brown
Vice-President, Best Foods Division
Corn Products Refining Co.

The problem? Basically I believe it is to obtain from our agencies advertising that will *penetrate, persuade* and *propel the consumer . . .* at a *profit.*

I shall touch on a few of the problems which, based on recent talks with several well-known laborers in the vineyard, seem to be the knottiest. I'll throw them at you in no particular order and my comments will not necessarily reflect those of the management. Here goes:

• 1. Creative people can't come up with the right answers unless they know the objectives.

Several of the people I talked with in preparation for this session—both agency creative people and ANA members—raise what seems an obvious point, namely, that careful delineation of the advertising objectives is a prerequisite to good creative work.

A prominent art director who works closely with the clients and attends client-agency meetings, said to me, "I wouldn't mind the three-hour meetings if they would only end up with a short, definite, statement of what the problem is and what we're supposed to try to do about it. I usually come out of those meetings with a feeling that I've been sitting in a steam room with four radios going at once and all tuned to different stations."

Albert Brown

One of our good ANA board members told me, "People are not likely to come up with good answers unless they know what the problems are." Right here is where most advertising management has failed and yet this is one of its prime responsibilities.

Another creative friend of mine feels he is so beset by the lard-like layers of bosses and critics above him, by directives and meetings and crossed communications, that it is impossible for him to do his best work.

• 2. Too many creative people in agencies don't believe in the essential worth of their jobs.

They are frustrated novelists and fine artists who have found that by serving Mammon from 9 to 5 they can live in Connecticut and drive Thunderbirds. Inwardly they feel they are prostituting their creative genius when they write a soap commercial or plan a color shot of a plate of beans.

Even when they master the mechanics of their trade and do effective work, they have no real enthusiasm for selling soap and beans to the American people. They derive little or no basic satisfaction from their work.

■ I would hope that the percentage of agency writers and art directors who feel this way is low. But when we examine the temper of our times and note the drift toward mediocrity, the erosion of strong purpose and belief, of enthusiasm and pride in craftsmanship on the part of so many of our people—younger people especially—we cannot assume that agency creative people are immune to the general trend.

So I submit that in many cases the basic attitudes of the creative person are a roadblock in the road to more effective advertising.

• 3. Some agencies have gone so far overboard on marketing services that a gradual starvation of their creative function has taken place.

We have all heard some of our agency friends complain bitterly about their shrinking net profits. Some of them are down to three cars and one gardener! Yet the reason for their increased expenses in many cases lies in their stampede to hire high-priced corporation sales managers, chain-store executives, merchandising geniuses and other assorted marketing hot shots who can sit down with the poor ignoramus of a client and tell him how to price his product, how to train his salesmen and what new products he should coax out of his laboratories.

Some companies may need, and I'm sure demand, all these non-advertising services from their agencies, although why they don't use management consulting firms that specialize in these areas is beyond me.

When an agency lets the tail of marketing wag the dog of advertising, it not only diverts dollars that might be spent to increase the quality of its product, but it also leads, throughout the agency, to a preoccupation with marketing and merchandising that cannot fail to erode its creative power.

On this point an ex-ANA chairman writes me in part as follows:

> "The insecurity of many agency executives as to creative matters requires that the agency claim skills in other aspects of selling. The agency finds itself entangled in merchandising and marketing and the advertising often becomes more of an appeal to salesmen than to the public."

He adds:

> "I have always insisted that the main function of an agency is to provide creative talent and judgment that the client does not undertake to supply, whereas he must be nearly self-sufficient in merchandising. Our companies are serviced by copy agencies, not marketing counselors."

■ If advertising agencies want to be management and marketing consultants too, that's their business. Let them set up these services separately, as some agencies have done. At least let them resist the temptation to buy another sales manager with a four handicap when a scratch copywriter is needed a lot more. As the old song has it, "Don't buy me posies when it's shoesies that I need."

• 4. Much of today's mediocre advertising can be laid squarely on the doorstep of the client.

One of our largest advertisers and a prominent past chairman of ANA wrote me the other day as follows:

> "My big beef with the creative aspects of advertising is that *clients have made it unimportant.* We have relegated the review of the *tremendously critical* area of advertising success to juniors who two years ago were *sales representatives in St. Paul.*
>
> "These men sit in judgment of the creative efforts of experienced and competent people on the agency front—at least they do initially.
>
> "Soon, however, capable, creative people become annoyed at having their output judged by young men without experience, sympathy, or the ability to create the right kind of climate in which good advertising creativity flourishes. Soon the good, creative people send their juniors, and the creative work is done by juniors—and *the whole creative advertising thereupon becomes a Junior Achievement.*
>
> "There is only one solution to this problem. People with experience, judgment, and the respect of the agency people, must represent the client in advertising discussions and approvals.
>
> "Even a brand manager who can't give final approval to an ad or a campaign can give final disapproval to it. And until we correct this situation, we will continue to have mediocre advertising."

■ Another prominent ANA member has this to say:

> "I think that advertising managers must accept complete responsibility for the quality of their advertising. If mediocrity exists, it is their fault.
>
> "Advertising managers are too prone to delegate the responsibility for advertising quality to their agencies when they, in fact, either control the quality or should control it. To me this is the crux of the problem. If advertising management is incapable of judging quality, then they should educate themselves or be replaced. If they are unable to obtain quality, for whatever the reason, they are the only ones who should be to blame."

■ I have other comments along the same line from the ANA members. Such frank and open display of the hair shirt I'm sure is good for the soul. And in our soul searching, let's remember that one of our biggest problems is the education of our own management. Unless our bosses, whether they be president of the company, exec vp, marketing vp, sales vp or comptroller, or all five of them—*unless* these men have a real understanding of the way advertising functions, *unless* we can get them to trust us because we're good and have earned their confidence, *unless* they have a genuine respect for the creative function, and the creative abilities of the agencies, *unless* they learn to throw ideas around instead of their weight, *unless* the climate of the client-agency relationship is salubrious, we will not succeed in getting the kind of fresh, arresting, persuasive advertising we must have to survive in today's marketing jungle.

• 5. The proper care and feeding of the agency creative people is of para-

mount importance.

So much has been written and spoken on this subject that it would take a day just to review it. Hardly a week goes by without at least one trade paper piece by a prominent agency executive on the techniques for hiring, training, encouraging and creating the right climate for copy and art personnel.

I would like to quote three paragraphs from a letter I received the other day from a partner and the creative head of a $20,000,000 agency that is well known for its creative work. He says:

> "Paramount in the care and feeding of creative people are these rules:
>
> "A. *They must be allowed to make mistakes.* Whenever an artist or writer is made to feel his work must be absolute perfection, he tightens up and the result is usually bland, ordinary stuff.
>
> "B. *They must be encouraged to occasionally make fools of themselves.* The best creative agencies (and happily, there are more today than there were 10 years back) are those who encourage their creative people to attack new problems with a no-holds-barred attitude, rather than fencing them in with rules and restrictions. The artist or writer in such shops has no fear of being fired, demoted or ridiculed if he comes up with an absurd or wholly impractical solution to the problem.
>
> "C. People who have toiled long and hard at big agencies—particularly the formula agencies—often become so grooved they can't escape themselves. At least, that's my personal observation. They profess to *want* to write fresh, unusual stuff—but they find their typewriters knocking out the same tired cliches and familiar adjectives.
>
> "I can take experienced advertising people and try to teach them fresh creative approaches. Or I can take bright, fresh creative minds and try to teach them advertising. I've had a far higher batting average with the second system. Of the nine copywriters currently banging typewriters at our agency, only two ever saw the inside of another ad agency before coming to work for us."

■ We all know that creative people do their best work when they function in the right environment, the right atmosphere. I don't mean their physical environment, although I'm sure some writers can work only in a dark, soundproofed office, or with the aid of Irish coffee, or in the presence of two parakeets.

I mean an atmosphere of stimulation, of enthusiasm, of encouragement, of understanding—a place where approbation flows like wine and the brickbats come wrapped in velvet.

Often creative people become suffocated by too many layers of associates with critical authority but insufficient critical ability. By the time a campaign idea has been "reviewed" by the account executive, the account supervisor, the plans board, and then the client's ad manager, marketing director and sales manager, its own mother can't recognize it. Frequently the idea is so far beyond surgery that it's easier to have another baby.

■ Although some of my best friends are copywriters, this field, like most others, has its share of incompetents, screwballs and lazy Susans. The secret of getting good advertising for your products or services is somehow to ferret out the people who can do the best job for *you*, then give them large doses of T.L.C.

After pitching all these curves at our agency friends, as well as you and me, it is only fair that I switch to a bit of positive thinking and offer what purports to be a few constructive suggestions.

So now, distilled from my years of servitude and the brains of some kind and capable friends in the business, I have the temerity to offer what I laughingly call "Brown's 10-Precept Plan for Increasing the Effectiveness of Your Advertising," or "How to Get Better Advertising and Still Survive."

■ The applicability of these suggestions will, of course, vary somewhat depending on your own situation. If you are positioned cozily between the Scylla of a sadistic, black-snake-whip type of boss and the Charybdis of an agency owned by the president's brother-in-law, you may have a little trouble applying Brown's Precepts. If, on the other hand, you work for a kindly, phlegmatic type who gives you full authority and spends six months a year in the Caribbean, it will be a little easier.

■ At any rate, here, for all to ignore or ridicule, are Brown's 10 Precepts:

Precept 1—Get the right agency. This is so simple it obviously doesn't require any discussion here!

Precept 2—Get to know your creative people. Have them attend meetings. Take them to lunch. See that they really understand your objectives and your problems. Let them know how important *you* consider *them* in the whole complex job of selling your wares. You'll find they are human beings, and usually very interesting and responsive human beings.

Precept 3—Be sure your lines of communication are open and uncluttered—through the account team to the creative people and back again, as well as in your own shop. It's frightening how small misunderstandings and semantic differences can blow up into major conflicts.

Precept 4—If you're not getting the quality of work you need, before you fire the agency, try switching to another creative team with that agency. This is a lot less painful than changing agencies, and in many cases will provide a better solution.

Precept 5—If you're not one already, learn to be a fair, constructive judge and critic. You don't need to be a writer or an artist, but you do need to be a pro in the art of "creative criticism." The guy who lint-picks one day and screams "It stinks!" the next, may be a good sales manager, but he'll never be a successful ad manager.

Precept 6—If you're 100% sold on your agency's work, back it up. Go down fighting if your boss thinks the campaign is for the birds. Compromise, if you must, on the little things, but stick to your guns on the major issues. The guy who is considered lacking in conviction and spinal rigidity wins neither salary increases nor popularity contests.

Precept 7—The care and feeding of the account executive is also important to the realization of effective advertising. The account man can be an expediter or an executioner of good creative work. It all depends on his background, his experience and his personality.

■ The expediter-type is the guy who has sound creative sense, who really knows and believes in the power of advertising; whose solution to every marketing problem is not a 5-cent-off label deal, a contest, or a novel premium; who knows people, what makes them tick and is a good but honest salesman who has an inquisitive and wide-ranging mind; who has inner security and integrity; and who, most importantly, understands creative people and the techniques for stimulating them to their finest efforts.

On the other extreme is the executioner type, the account executive who wields a blunt and bloody creative butcher knife. He has several shortcomings, all of which stem from this one basic lack: He just doesn't know enough about advertising. He doesn't have a true feeling or instinct for the right "selling proposition" and its effective presentation to the public. And like too many people in the business he doesn't really believe in the power of advertising itself.

It behooves the advertising manager to be just as critical and objective about his account team as he is about the creative team. When they are both tops then bells begin to ring . . . cash register bells, that is.

Precept 8—Expose your own people to the fundamentals of effective advertising, not only those in your own department (that goes without saying), but your sales heads and your top management as well.

They want to learn. Advertising today is such a whopping item of expense that everybody wants to get into the act—and *should* get into the act. The more they know, the more exposure they get, the more sophisticated they become, the easier your job will be. Don't fight 'em . . . let 'em join *you*.

Precept 9—Get to know the common people and what makes them tick. The good ad manager is a good creative leader because he has a feeling for people as well as for words and pictures. He should be a good amateur psychologist, sociologist and research man. And this is difficult unless you get out once in a while and talk to average consumers. Grass roots safaris are highly recommended, both for members of the advertising department, for the agency creative people, and for the agency account team. They should not be confined to retailers and to set drives. Ideas for selling our wares usually come from life, from people—not from the circumscribed little upper-status group with whom we spend most of our waking hours. We should remember that ivory towers seldom have windows.

Precept 10—Always remember that powerful, resultful advertising ideas germinate and grow best in a situation where the client-agency relationship is harmonious, where everyone is a pro, where there is real understanding of the creative process, where there is a willingness to experiment and dare to be different, and where the agency creative people enjoy selling and love their client and his wares. #

'Status' Losing Out to 'Identity'? . . .

'Familiar Affluence' Changing Buying Drives of Middle Majority

As the great mass of consumers get used to the idea of affluence, their emotional needs and buying motivations are changing, says motivation researcher Albert Shepard, president of Motivation Dynamics Inc., Mohegan Lake, N.Y. The following interesting discussion of a shift from "status buying" to "identity buying" is excerpted from "Trends in Motivations."

By Albert Shepard,
President, Motivation Dynamics Inc.
Mohegan Lake, N. Y.

Why aren't the "Soaring Sixties" airbound? What happened to the buying boom fervently predicted by so many economists? What *are* the consumer market trends ahead?

Motivational studies yield a number of clues to these puzzling questions. They indicate a strong trend toward *selective buying* by members of the Middle Majority; a trend anchored in two basic factors. Emotionally, buying has become a more balanced and mature process; and on the rational level, buyers are increasingly more knowledgeable and more discriminative.

In many respects, this middle majority consumer of 1960 is not the same human being he was during the first 10 or 15 years following the war. No green "nouveau affluent" any longer, he is in the process of successfully adjusting his emotional life, and consequently his buying motivations, to his new circumstances.

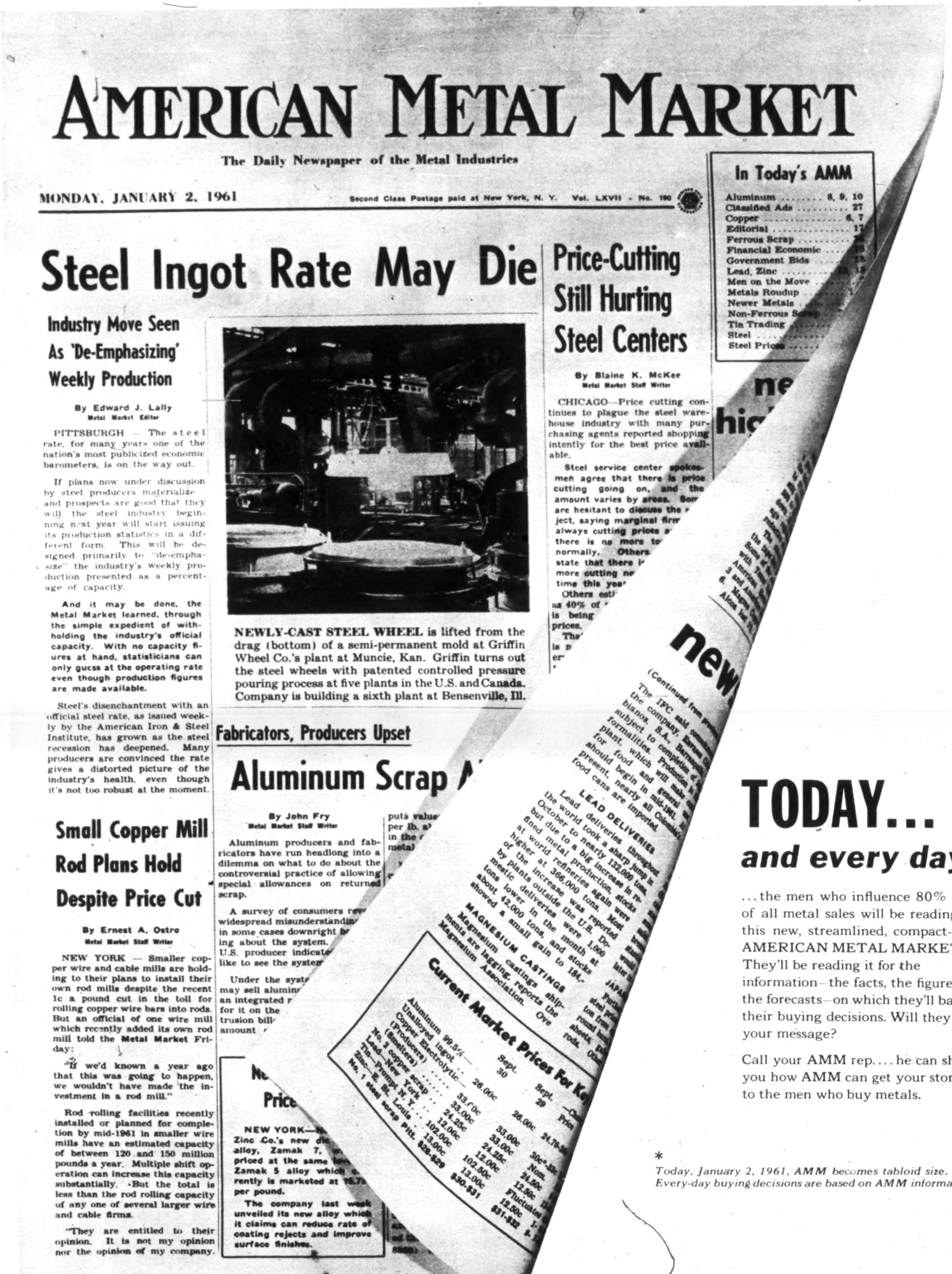
■ Discontent with one's position, especially a grey and anonymous one, is a tremendous stimulus for action in an open democratic society . . . However, achieving a new *status* is very far from achieving a new *identity*. Status is conferred by the outside world, identity is a self-oriented achievement. Status seeking is a restless demand for a favorable perception of one's position and role *by others*. Identity is a willing inner acceptance of his position and role *by the individual himself*. But acquiring such a comfortable sense of identity in changing circumstances is rarely an easy or simple process.

Case histories show, for instance, that a man who has seen himself as a "wage slave," and then becomes a property owner personally concerned with zoning laws, local elections, school problems, etc., etc., must radically adjust emotional patterns developed in childhood and early adulthood before he is able to see himself sharply and securely in his new role, or feel convinced that society too sees him in the same light.

■ *Attitudes toward products are an essential part of that process of readjustment.* The requirements and motivations of the identity buyer tend sharply to differ from those of the status buyer.

At whatever social level, the *nouveau affluent* of the '50s (like the adolescent similarly undergoing a crisis of identity), often tended to buy in order to convince himself and the world that he "belonged." He bought proofs and symbols. His constant fear that his slip might be showing opened the way to selling him through his eagerness to proclaim that he was in the know and did the right thing. *In contrast, the identity buyer is seeking and responding to products and experiences which express, confirm and enrich his accepted identity to his own eyes and the eyes of his family.*

■ What, then, happens in the market place when millions of people are given the impulse, the opportunity and the time to "reorganize" their identities satisfactorily? How do relationships to products and buying motivations change? What is in store for such products as the Buick, for instance, which was one of the first victims of the changing consumer motivations? A sales leader in 1955, Buick dropped to a secondary position beginning in 1958—a drop predicted by research a year previously. Findings showed that while Buick had not lost its status, it was increasingly seen as a "look alike" car with "cluttered" chrome, and "more for show than for go." In short, it was no longer felt to be in harmony with the growing identity consciousness of the



AMERICAN METAL MARKET

The Daily Newspaper of the Metal Industries

MONDAY, JANUARY 2, 1961 — Second Class Postage paid at New York, N. Y. — Vol. LXVII - No. 190

Steel Ingot Rate May Die

Industry Move Seen As 'De-Emphasizing' Weekly Production

By Edward J. Lally
Metal Market Editor

PITTSBURGH — The steel rate, for many years one of the nation's most publicized economic barometers, is on the way out.

If plans now under discussion by steel producers materialize — and prospects are good that they will the steel industry beginning next year will start issuing its production statistics in a different form. This will be designed primarily to "de-emphasize" the industry's weekly production presented as a percentage of capacity.

And it may be done, the Metal Market learned, through the simple expedient of withholding the industry's official capacity. With no capacity figures at hand, statisticians can only guess at the operating rate even though production figures are made available.

Steel's disenchantment with an official steel rate, as issued weekly by the American Iron & Steel Institute, has grown as the steel recession has deepened. Many producers are convinced the rate gives a distorted picture of the industry's health, even though it's not too robust at the moment.

NEWLY-CAST STEEL WHEEL is lifted from the drag (bottom) of a semi-permanent mold at Griffin Wheel Co.'s plant at Muncie, Kan. Griffin turns out the steel wheels with patented controlled pressure pouring process at five plants in the U.S. and Canada. Company is building a sixth plant at Bensenville, Ill.

Price-Cutting Still Hurting Steel Centers

By Blaine K. McKee
Metal Market Staff Writer

CHICAGO—Price cutting continues to plague the steel warehouse industry with many purchasing agents reported shopping intently for the best price available.

Steel service center spokesmen agree that there is price cutting going on, and the amount varies by areas. Som are hesitant to discuss the s ject, saying marginal firm always cutting prices a there is no more to normally. Others state that there i more cutting no time this yea

Others esti as 40% of is being prices.

Tha is p er

In Today's AMM

Aluminum 8, 9, 10
Classified Ads 27
Copper 6, 7
Editorial 17
Ferrous Scrap ....
Financial Economic ....
Government Bids ....
Lead, Zinc ....
Men on the Move ....
Metals Roudup ....
Newer Metals ....
Non-Ferrous Scrap ....
Tin Trading ....
Steel ....
Steel Prices ....

Fabricators, Producers Upset

Aluminum Scrap A

By John Fry
Metal Market Staff Writer

Aluminum producers and fabricators have run headlong into a dilemma on what to do about the controversial practice of allowing special allowances on returned scrap.

A survey of consumers rev widespread misunderstandin in some cases downright b ing about the system. U.S. producer indicate like to see the system

Under the syst may sell alumin an integrated r for it on the trusion bill amount

puts value per lb. a in the metal

Small Copper Mill Rod Plans Hold Despite Price Cut

By Ernest A. Ostro
Metal Market Staff Writer

NEW YORK — Smaller copper wire and cable mills are holding to their plans to install their own rod mills despite the recent 1c a pound cut in the toll for rolling copper wire bars into rods. But an official of one wire mill which recently added its own rod mill told the **Metal Market** Friday:

"If we'd known a year ago that this was going to happen, we wouldn't have made the investment in a rod mill."

Rod rolling facilities recently installed or planned for completion by mid-1961 in smaller wire mills have an estimated capacity of between 120 and 150 million pounds a year. Multiple shift operation can increase this capacity substantially. But the total is less than the rod rolling capacity of any one of several larger wire and cable firms.

"They are entitled to their opinion. It is not my opinion nor the opinion of my company.

Ne Price

NEW YORK— Zinc Co.'s new di alloy, Zamak 7, priced at the same Zamak 5 alloy which rently is marketed at 15.7 per pound.

The company last week unveiled its new alloy which it claims can reduce rate of coating rejects and improve surface finishes.

ne
hig

new

(Continued from pr

The IFC said the company, bianos, S.A., subject to completion formalities. Production plant, which will make for food and general should begin in mid-1961. present, nearly all Colombia's food cans are imported.

LEAD DELIVERIES

Lead deliveries throughout the world took a sharp jump in October to nearly 132,000 tons, but due to a big increase in refined metal production, stocks at world refineries again were higher at 366,000 tons. Most of the increase was reported by plants outside the U.S. Domestic deliveries were 1,000 tons lower in the month at about 42,000 tons, and stocks showed a small gain to 184,

MAGNESIUM CASTINGS

Magnesium castings shipments are lagging, reports the Magnesium Association. Ove

JAPA

Furth steel pri ton fro round ba sheets, rods. Oth

Current Market Prices For Ke

	Sept. 30	Sept. 29	—C Pric
Aluminum 99.5%— Unalloyed ingot	26.00c	26.00c	24.70-
Copper Electrolytic— (Producers)	33.00c	33.00c	30c*-3
(Smelters)	33.00c	33.00c	Nom.
No. 2 copper scrap	24.25c	24.25c	24.50c
Lead—New York	12.00c	12.00c	12.50c
Tin—Prompt N. Y.	102.00c	102.50c	Fluctuat
Zinc—E. St. Louis	13.00c	13.00c	12.50c
No. 1 steel scrap Pitt.	$28-$29	$30-$31	$31-$32

TODAY...

and every day*...

...the men who influence 80% of all metal sales will be reading this new, streamlined, compact-sized AMERICAN METAL MARKET. They'll be reading it for the information—the facts, the figures, the forecasts—on which they'll base their buying decisions. Will they see your message?

Call your AMM rep.... he can show you how AMM can get your story to the men who buy metals.

* *Today, January 2, 1961, AMM becomes tabloid size. Every-day buying decisions are based on AMM information.*

customers. What can we learn from this case and similar examples?

Eight Strategic Implications

• **1.** To a greater extent than before, the consumer searches for clues beneath the surface of advertising, of corporate images, of packages and labels, to see whether the manufacturer and the brand have kept pace with his own development. He knows that he has changed—that, in a sense, he has grown up; and he wants to be sure that there is awareness of and respect for that change, that the product offered to him *matches his new personality*, self-image and buying criteria . . .

• **2.** The consumer wants the "genuine" article. His psychological need for flashy or gimmicky products has decreased. He wants products that *enrich* his personal and family life. He wants quality; not only reliability and good materials, but mainly *solid results* in meeting his needs. He wants to match his own "*worth*" with the "worth" of the products.

• **3.** The consumer is more *economy conscious*, but he is willing to pay a higher price for such genuine quality—and *only for* that. We find for instance that today in the appliance field, emphasis is on lower priced lines largely because the higher priced lines have not convincingly demonstrated superior properties and results. Whenever such superiority is demonstrated, whether in the case of a Zenith tv set or a Sara Lee cake, consumers are still willing to lay out more cash. Demonstration and proof of *genuine* performance differentials, and the maintenance of a higher quality image will be an increasingly important competitive advantage in the '60s.

• **4.** By the same token, we also find a growing rebellion against "frivolous" and artificial obsolescence. People will be less ready to buy products only because their color scheme or design has changed.

• **5.** Middle majority men and women tend to be *strongly future-oriented* in matters of utilitarian products, building materials, appliances, cleaning fluids, heating systems, etc.; but they are *moderately future-oriented* in matters affecting taste and life style. They want not radical departures from the past but products which help them reach smoothly the *next step in self-fulfillment*, be it a rose bush, a new sauce for the old meat loaf, a cake mix with a more refined brand image.

• **6.** People want products which *respect* their self-image, which are tidy and good looking, which don't stain, spill or smell, which enhance their newly found pleasure in structure and order.

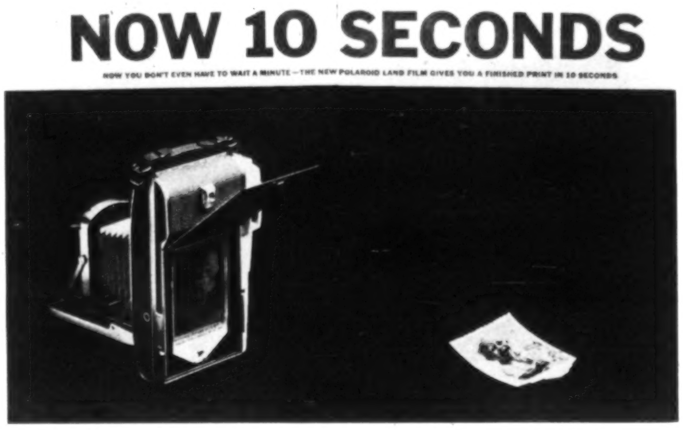
• **7.** Another level of this demand for respect concerns dissatisfactions with the present state of servicing and repairing the many mechanical appliances and contrivances in the home. Studies show that in this respect, consumers often experience a feeling of personal affront, as if the manufacturer had deliberately let them down or "taken them for a ride." Assurance of servicing will be an increasingly weighty buying motivation in the '60s.

• **8.** Long range planning is on the increase. Respondents often talk of buying programs in terms of two or even three years. The great expansion of the range of products used in the American home leads to constant fights for *priorities* among the various product groups which best gratify the needs of a more deeply felt identity, such as those for greater stability, comfort, relaxation, self-esteem and self-improvement step by step.

That circumstance has important implications for advertising. Increasing attention will have to be paid to the specific role each medium tends to play in the course of the *entire purchase process* from the awakening of desire through planning, shopping, purchase rehearsal, brand decision and the final purchase act itself. #

The Creative Man's Corner . . .

In Focus



NOW 10 SECONDS

NOW YOU DON'T EVEN HAVE TO WAIT A MINUTE—THE NEW POLAROID LAND FILM GIVES YOU A FINISHED PRINT IN 10 SECONDS

This comes close to being the shortest copy we've seen in an ad this year—25 words. Yet it tells the story as completely as could be told in 10 times the length.

This is a tribute, not just to the skill with which the advertisement has been done, but to the efficacy of the over-all campaign, to all the ads that preceded this one.

It is also a tribute to an agency not so timorous of its client that it runs through a check-list of "musts" the client may want included—and, of course, to a client with the intelligence to listen to its agency as it would to its lawyer.

This is the stuff of which great advertising is born. It takes a combination of things, particularly the two last-named. #

Agencies Ask Us . . .

How to Pick a 'Sure to Grow' Agency Man or Woman

By Kenneth Groesbeck

A Pennsylvania agency writes us asking how to pick "those rare individuals who can help us for the long range." It is expanding, and needs additional personnel. The agency defined its requirements precisely; it probes the applicant's samples, checks his references; uses psychological tests, with but moderate success. Can I suggest any additional techniques or approaches?

Kenneth Groesbeck

This question would be easier to answer if our correspondent had asked how to pick a stock sure to go up. Here, at least, we could have cited calculable values, past performance, state of the economy, behavior of the particular industry.

But how can you pick a human being? Same problem as how can you pick a wife, with humanity's low batting average on this one fairly manifest to all.

Our inquirer is vague on what he seeks; one gathers from his mention of "samples" that in this case he is hunting for creative people. So the first thing which might be advisable is sharper thinking on the agency's part in defining its needs.

If creative personnel is involved, just what is expected, and on what terms? Does the agency want independent writers and planners, or those who work best in committees or under the guidance of a copy chief? How will they be paid? Must they do contact also? Just exactly, what is the job?

Perhaps some uncertainty on the part of the agency itself is indicated, both as to what it wants and what it has to offer.

■ This last is as important as the qualifications of the applicant. Before seeking new people, the employer should look carefully at his own situation. What makes his shop a desirable place in which to work? Why should any able advertising man or woman prefer to join this agency, as compared with others offering practically the same money? Without this plus, our inquirer will have difficulty in attracting the type of people he wants—ambitious, able, loyal—ideal associates. He sets his standards high, which is perfectly all right. But if he wants this sort of personnel, he must come out on top when rated by these standards himself.

All of which means that I think our friend perhaps has been looking too sharply at his prospective associates, and failing to look carefully enough at himself.

Since he evidently has tried out all the ways in which to obtain a true picture of his prospective associates, let's see what qualifications mark the agency where it is good to work.

Realistically, money is the first consideration. Not necessarily amounts, but rather manner of earning. While a good advertising person will not want to make a financial sacrifice to join an agency, he will be much more favorably inclined towards it if he feels he deserves the money he gets and if his remuneration bears some direct relationship to the money the agency is making on him.

This, of course, means profit sharing.

I know no other participation method which pays out so well for both parties in the deal. The agency is not obligated in advance to pay out anything until it has it in hand; the employe gets a share of the profit he helped produce. Best of all, by the proper point system, this share is directly in proportion to two factors: Salary of the individual (some indication of his value), and length of service (a measure of loyalty).

Later, it may be found desirable to work out an actual stock ownership deal for valuable people. We start with profit sharing for all, and proceed to part ownership only for the cream of the crop.

■ *The second element which makes an agency a good place to work is appreciation.* Creative people particularly need this. They simply cannot work efficiently and happily without being patted on the back when they deserve it. Any agency owner planning to take on creative personnel must look at himself very sharply and realistically. How good an employer are you? How well can you understand and sympathize with the vagaries of others? Are you tolerant? Are you kind? Or are you a martinet, using fear instead of constructive and helpful comments? Just because you are successful yourself, and over-average in your abilities, can you appreciate the efforts of others who are perhaps less well endowed? When an individual falls down on a job, is your first instinct to fire him, or do you wonder if you could use him better in some other capacity?

Just as an individual's reputation and standing are well known to his fellows, so is an agency's attitude toward its help an open book in the industry. Some of the larger and more progressive shops even publish pamphlets detailing what they expect of their people, and what benefits they plan to offer, in order to get and hold desirable employes.

■ Coming back to the original inquiry, the answer may well be, "If you want people of the high caliber you outline, it is not enough to put them through all the fitness tests. Subject yourself to the same analysis, or one even more rigorous." How well have you held on to your present personnel? How long have good people stayed with you? Those you lost, was it your fault or theirs?

A great responsibility rests on any employer who has in his hands the happiness and peace of mind of even a few employes. He has no right to *hope* they are happy. It is his duty to see that they are, because, mind you, his is a position of power. Tranquility or fear? Which do you hand out? Answer this correctly, and you will have solved the main problem of better associates. #

The Peeled Eye Department . . .

Merry Christmas, Happy New Year, and All That Jazz

By Dick Neff

TB Commercial Misleads Unpeeled Ear

We hope you weren't misled as we were by any of those TB seal commercials last month.

Dick Neff

The first time we heard one we thought the announcer said, "Christmas seals protect you and your family from tv."

We rushed out and bought several bushels, thinking they would act like Gardol to protect us from dull programs. But we've got startling news for you—they didn't work.

Design for Living It Up

"The headline in this Wallachs ad for Tahiti Tweeds," writes Dave Kennedy, "joins two words I never expected to see together."

Ah, those carefree island peoples!

compatible trio

One sign of the general increase in leisure is the rising popularity of what the British call the country suit. Originally, no doubt, it was a suit that a country squire could wear up to town and which, by its tweedy look, would make it clear that he wasn't in "trade." Now it's more for the business man who lives a double life, one foot in town and the other in the suburbs.

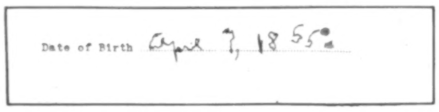
It had to be somewhat changed for our needs, of course. One hour in a 20-oz. tweed in a heated American house or office would cause prostration. So we have the material for our Tahiti Tweeds made in England but it's medium weight and you can wear it comfortably here, indoors and out, practically the year round. And we manage to turn a suit into a whole wardrobe by including a pair of contrasting (but harmonizing) worsted flannel slacks. Wear either pair of trousers with the jacket—or separately. Very versatile.

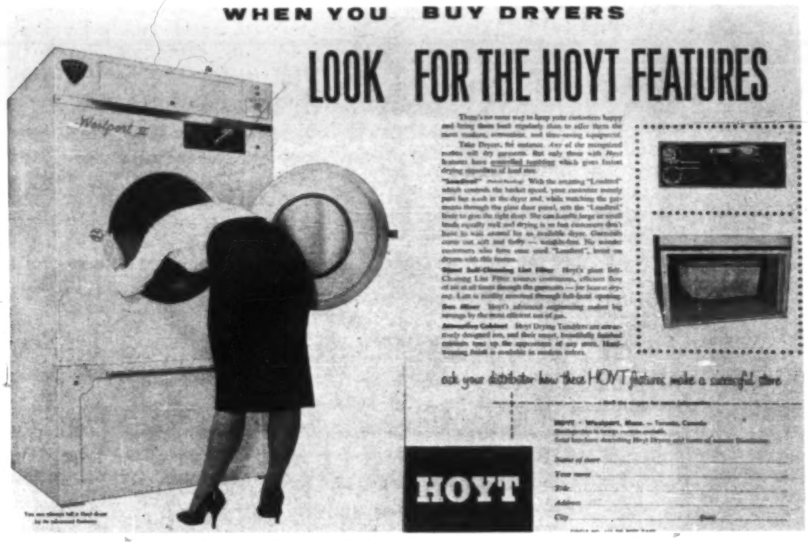
This trio is certainly a buy at 62.50 and you have your choice of checks, herringbones and hopsacks in olive, gray or brown. At all Wallachs stores.

© 1960 Wallachs

How to Dodge Insurance Men

Do intimations of immortality besiege you on the morning of Jan. 1? Have you decided to turn over a new leaf and get more insurance this year?


Date of Birth April 7, 1855


WHEN YOU BUY DRYERS
LOOK FOR THE HOYT FEATURES
Westport II
ask your distributor how these HOYT features make a successful store
HOYT

If not, you'll appreciate this neat trick passed on to us by Bob Alvares of Lennen & Newell. As Bob says, it's a sure-fire way to get an insurance man off your back.

When the company writes you asking for your date of birth, just fill it out as Bob did.

How to Avoid a No-Point Landing

If you're recovering from any indiscretions last night you may be interested in some Scotch research we saw recently.

One of the interviewees, describing why "Scotch leaves fewer after-effects," said: "Chemically speaking, Scotch has less fuselage." So shape up, men. You're flying around with too much of a load on—no wonder you're landing with such a thud.

Fancy New Trend in Premiums

"In the November issue of *Cleaning Laundry World*," writes Robert Kasofsky of 208077 St., Brooklyn, N. Y., "I came across a very interesting advertisement. This could start a new trend in premiums. Take note of the illustration. Is she one of the Hoyt features with every machine?"

We sure don't know, Bob—but that "controlled tumbling" the copy talks about sounds real crazy.

Snappy Comeback Dept.

"Sure it's got a lot of words, but so does the Holy Bible."

"Yes, but don't you think it promises a little more than this ad does?" (Snappy comeback by Peter Rowland, of Compton Advertising Inc.)

Good News for Endomorphs

It's nice to know they now have pocket-size transistor clock-radios.

Now you can be awakened while you're walking to work instead of while you're in bed, as you are by those unimaginative clock-radios that don't fit in your vest pocket. #

Salesense in Advertising . . .

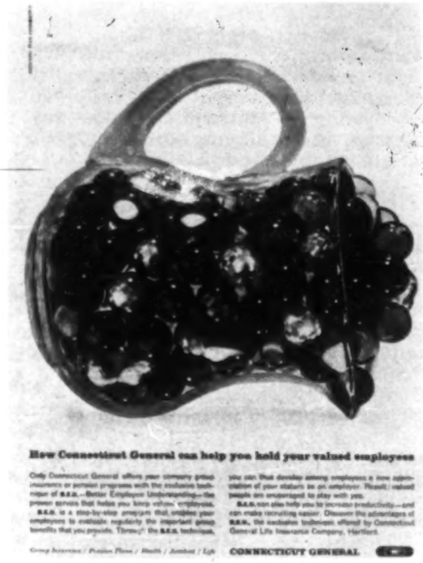
I Have No Faith in Irrelevant Advertising

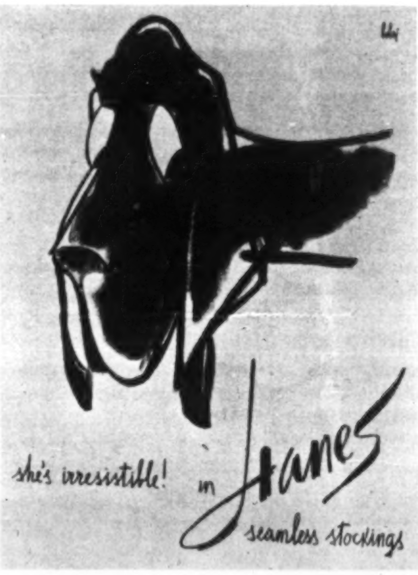
By James D. Woolf
Creative Consultant

According to Webster's Dictionary *irrelevant* means "Not relevant; not applicable or pertinent; extraneous."

▪ It has always been my belief that irrelevant advertising is a mistake. Yet we see a great deal of irrelevant advertising, such as the two ads shown here. I believe that every ad, if illustrated, should be illustrated with a picture that's applicable to the product. If my product is, say, Campbell's soup, the dominant part of the illustration should be a bowl of soup, and not a hound dog or bowl of marbles.

James D. Woolf


How Connecticut General can help you hold your valued employees
CONNECTICUT GENERAL


she's irresistible! in Hanes seamless stockings

▪ I believe that people are interested in merchandise of merit—not all of the people all of the time, but some of the people some of the time. In any given publication the advertiser's target should be those readers who have an interest in his kind of product. His appeal should be *selective* and seek the attention of readers more or less in the market for what he has to sell. It should not require more than a split second for the reader to identify the kind of product that is being advertised. I cannot see for the life of me what is gained by illustrating the ad with a tricky and totally irrelevant picture.

The two ads shown here are typical examples of the kind of irrelevant ads I'm talking about. I may be wrong, but in my opinion they are not built on sound principles. #

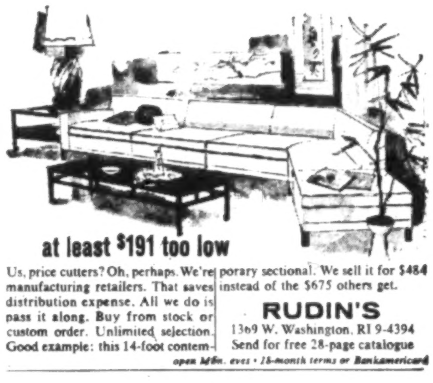
Learning from the Retail Ads . . .

The Good Small-Space Ad

By Clyde Bedell

(Mr. Bedell is a consultant in creative advertising and advertising training.)

This little ad (reproduced here actual size) held its own very nicely in the enormousy fat *Los Angees Times*. It was at the top of the page, which didn't hurt anything.



Us, price cutters? Oh, perhaps. We're manufacturing retailers. That saves distribution expense. All we do is pass it along. Buy from stock or custom order. Unlimited selection. Good example: this 14-foot contemporary sectional. We sell it for $484 instead of the $675 others get.

RUDIN'S
1369 W. Washington. RI 9-4394
Send for free 28-page catalogue
open Mon. eves • 18-month terms or Bankamericard

Nevertheless, getting a small ad to say something—and in the right tone of voice—in a metropolitan paper, is an art rare indeed. If the Los Angeles department stores could achieve relatively as much per column inch with their advertising, or even half as much, some department store earnings records would be broken.

▪ The department store philosophy embraces no such idea as *working* for readership and response (with rare exceptions). The department store presumes upon the avid interest of readers. Fortunately, or unfortunately, there is just enough truth in the idea to save said stores from wasting a killing proportion of their advertising appropriations.

An advertiser like this small one has to work to be seen and heard and believed and to get action. If he does his advertising job well, he thrives and becomes a bigger advertiser. If he does his job poorly, usually his store is vacated in a matter of a year or so—and a "For Rent" sign appears in his stark window.

This little ad gets across the character of the furniture being advertised (if the illustration is honest), and somewhat the character of the people who are prospects for it. It prods a little at one's curiosity. The copy is casual and personal. Two words more, like: "Come see," if squeezed in, would help. But it's a good ad right now. It represents some actual intellectual wrestling with a recognized specific problem.

Too many ads are created because there is just so much space to fill, with little thought for what the ad is run—presumably—to achieve. #

What to Expect in New Regime in Washington

(Continued from Page 1)

political fervor.

As a whole, the new cabinet consists of the same kinds of men who would be found in the management group of any great corporate complex.

This is particularly well illustrated in the Post Office Department, which is to be under the direction of F. Edward Day, west coast vp for Prudential Insurance Co. While Mr. Day has been identified with Democratic politics for many years, Senator Kennedy has emphasized that neither his politics nor the fact that he comes from California was the determining considerations in the selection.

■ There's a strong belief here that the Kennedy administration will generally feel its way before plunging across the "new frontier."

The "transition" still has many painful weeks to go. Aside from cabinet and sub-cabinet appointments, there are hundreds of strategic staff jobs that must be "captured" before the new administration can control the machinery of government.

While this transition is going on —and it can take another three to six months—the government will inevitably operate at a slower pace. Many of the most vulnerable jobs are held by career people who have advanced beyond the protected ranks. Some are people of remarkable capacity, while others have not merited so much favor. Inevitably, they are playing safe—waiting to see if the new administration will be selective in unseating those who prospered under the Republicans.

Things to Watch

■ Here are some of the developments to watch during the coming weeks:

• **A truce in the postal battle:** There's to be a massive effort to improve postal service and get the department's fiscal affairs in order. That's the challenge that induced F. Edward Day to forego his $50,000-per-year insurance job for a go at the seemingly insurmountable task of whipping the Post Office—with its 40,000 offices, 500,000 employes and $4 billion volume—into a tolerably efficient operation.

From what has already been said, the initial emphasis will be on service and mechanization. President-elect Kennedy has recorded his personal concern about the need for good mail service. Only after the new administration has its own information on the cost of rendering good postal service will there be a reckoning on the rate problem.

While the postal rate truce may last through 1961, the new Postmaster General has already indicated his belief that postal deficits are not something to be ignored. One of his problems is to handle his "take over" of the department with such competence that his rate proposals—when they come—will be tolerable to the mail users who will have to foot the bill.

Appointment of H. W. (Bill) Brawley as deputy postmaster general brings to the department's second highest job a man thoroughly familiar with postal problems. During many years of service as staff director for the Senate Post Office committee, he's been an advocate of low rates. In his public speeches he has contended that the best way to overcome deficits is to keep prices down and build volume.

As a protege of Sen. Olin Johnston (D., S.C.), Mr. Brawley participated in drafting the postal rate policy statement in the 1958 rate bill, designed to relieve postal patrons of subsidy costs which Congress prefers to charge to the public budget. It's been Senator Johnston's position that postal deficits would be several hundred million dollars lower if Postmaster General Arthur Summerfield credited postal users for all the subsidy elements which Congress had in mind when it approved the postal rate policy statement.

• **Stimulants for business:** With business still drifting from mid-1960 peaks, President-elect Kennedy inherits an uneasy situation at home, as well as abroad. Goverment surveys indicate that softness has developed simultaneously in both consumer durables markets and capital goods industries.

The new administration has promised to pay special attention to residential construction and to chronic unemployment in distressed areas. Tax reform is another likely form of attack. Lower personal income taxes would be one fast way to hypo consumer goods industries. There may be pleasant surprises for industry, too. To help capital goods industries, the new administration is likely to throw its weight behind long-debated proposals giving business men more flexibility in handling tax deductions for depreciation of new plant and equipment.

• **Tougher regulatory agencies:** A "pro-consumer" government implies more aggressive regulatory agencies. Here it is a matter of both men and methods. Career trust-busters from the staffs of congressional investigating committees are thirsting for the top jobs in the anti-trust division of the Department of Justice and the Federal Trade Commission. For the most part, however, they could hardly be more aggressive than the blue-chip Republican appointees they will be replacing.

Determined men can intensify the programs of the regulatory agencies, but if there is to be a new "feel," it won't be achieved merely by putting new leadership into the agencies. Existing procedures make long, costly litigation inevitable. Delays blunt the effectiveness of enforcement programs. The real change, if any, under the new administration, may include legislative proposals streamlining the administrative process so that the regulatory agencies will be able to hit fast and hard.

• **A new viewpoint:** This can be reflected in both people and organization. In the early years of the Eisenhower administration, many of the appointees to the regulatory agencies were sympathetic to the industries they were supposed to regulate. After the Committee on Legislative Oversight ventilated some of the unfortunate consequences of this type of appointment, independent-minded men like Earl Kintner at FTC and Frederick Ford at the Federal Communications Commission were "sent in" to get the agencies back on the right track.

By keeping "crusaders" out of the top cabinet posts, the new administration has indicated an intention of keeping policymaking in the hands of independent-minded executives. The implications of this arrangement can be seen in the appointments to the Department of Justice. A "crusader" may be put into the top anti-trust job, with freedom to develop a hard-hitting program. His proposals for litigation, however, will be clearing through Byron L. (Whizzer) White, a deputy attorney general who gave up a professional football career to become a Rhodes scholar and a nationally respected lawyer.

The "progressive" leanings of the administration will be manifest through a number of organizational moves. Among the more likely:

1. A consumer counsel on the White House staff. He'll watch for anti-consumer actions by government agencies, and he'll provide a pipeline to the White House for consumer groups.

2. A department of urban affairs. It'll house government programs important to city dwellers, and provide promotional leadership for new moves to fight urban blight and plan for the future.

3. A central transportation agency. Still "iffy," but a definite possibility, in view of changing competitive relationships. Without central coordination, regulatory agencies for air, rail, highway and water transportation promote their particular area at cross purposes with each other.

• **A more influential Department of Commerce:** In Luther Hodges, the Commerce Department seems to have a new boss who will make himself heard in White House councils. At 62, he's the oldest member of the cabinet. His long experience as an executive for the Marshall Field textile interests, and his six years of distinguished achievements as governor of North Carolina enable him to speak with authority second to no other cabinet member.

In tax programs, in programs to stimulate world trade, and in the depressed area rehabilitation programs—which will be among the most important initial moves of the new administration—he's sure to have a full say.

Zealot for FTC?

■ For marketers, the big unanswered question now is: How tough will the new administration be? A zealot in the driver's seat at FTC would be far more arbitrary than Earl Kintner, though not necessarily as effective. Long before he had completed the selection of his cabinet, the President-elect had a visit from his old Senate buddy, Sen. Estes Kefauver (D., Tenn.). Kefauver, who has investigated "price leadership" in such fields as drugs, autos, bread, insurance and steel, has made no secret of the fact that they discussed the staffing of the anti-trust agencies.

On the other hand, if Senator Kennedy decides to staff the key regulatory agencies with the same kind of "managerial types" that have been picked for the cabinet, the agencies would be aggressive —but neither hostile nor docile. Carried into the regulatory area, "management type" government could imply impartial, imaginative law enforcement, without fear or favor; active prosecution without deliberate persecution. Men of this kind are not ignorant of the vital role of marketing in our economy —nor do they have illusions about some of the abuses that inevitably arise.

■ Among the projects which the administration is likely to be considering are:

1. More stringent control over the drug industry, including certification of the quality of prescription drugs. This is regarded as a way to bring drug prices down, by putting small pharmaceutical producers in a position to compete more effectively with the "big" ethical drug houses. All ads for health products would get closer scrutiny, with government scientists assigned to checking drug claims.

DEL MONTE PINEAPPLE
SUN FEST
AT YOUR GROCER'S JANUARY 12 TO FEBRU
STOCK UP ON ALL THESE SUNNY SPECIALS NOW!
TRY ALL 5— ENJOY FIELD-FRESH FLAVOR OFTEN!

CAMPAIGN—*California Packing Corp., San Francisco, will launch its 1961 campaign with this color spread in the Jan. 6 Life for Del Monte. Other ads will follow throughout the year in American Home, Better Homes & Gardens; Family Circle; Farm Journal; Good Housekeeping; Ladies' Home Journal; McCall's; Parents' Magazine; Sunset Magazine; True Story; and Woman's Day. McCann-Erickson is the agency.*

2. A sharp eye on expense accounts. Some of the administration's strongest Senate supporters would like to outlaw many forms of business entertainment which are now taken for granted.

3. "Truth-in-credit" laws. Sponsors want to make sure consumers clearly understand the price they pay for instalment terms.

4. New FTC procedures, including some form of injunction power to prevent a repetition of cases like Carter's Little Liver Pills, whose ads ran for 16 years until FTC finally pinned down a Supreme Court ruling bringing the case to a close.

■ The new administration will get control of several of the regulatory agencies almost immediately. Two of the five seats at FTC—both occupied by Republicans—are available. Only one can go to a Democrat, however, since no more than three FTC commissioners can be from the same party. There's a Republican vacancy at FCC, too; so a 4-3 Democratic majority can be established whenever the new administration picks its candidate.

Food and Drug Administration will be one of the agencies to watch. Some Senate Democrats are consumed with determination to get tougher supervision of the drug industry. They may resort to substantial reorganization of FDA.

FDA Still Tougher?

■ New rules on promotion and control of drugs just adopted by FDA cover many of the drug industry changes that have been proposed. Senator Estes Kefauver says these are changes in the right direction—but that more is needed.

In the past four years, FDA has been in a cycle of phenomenal expansion. It has been making its views felt in the labeling and promotion of vitamins, weight reducers, margarines and other fields—with promise of more to come. In addition to the broad power it already exercises in the labeling field, it has secured far-reaching new laws in such fields as food and color additives, and the labeling of hazardous household substances, to keep pace with the changing technology of the food and drug field.

■ Under Commissioner George Larrick, the agency has been successfully pressing for new facilities and staff. In four years, its budget has increased from $5,000,000 to $18,000,000 with other increases to come. An expansion of nearly 50% has taken place in its enforcement staff this year. When the training period for the new enforcement officers is completed, even without a new directive from the White House, Comr. Larrick expects that FDA will be a greater force to reckon with.

FDA may be at a crossroads, however. For 55 years, it has always been run by a career man, up from the ranks. Republicans left this tradition undisturbed when they took over in 1952. An appropriate question now is: Will the Democrats take the position that FDA's job has become so complex and pervasive that the time has come to give it independent status under politically-responsible leadership?

■ In 33 years since FDA was set up in its present form, only four men have held the top job. Walter G. Campell, commissioner from 1927-45, and Paul B. Dunbar, 1945-50, were veterans of Dr. Harvey Wiley's famous "poison squad," the group of young chemists who shocked the nation at the turn of the century with their reports on adulterated foods and drugs. Charles W. Crawford, 1950-54, and Commissioner Larrick each worked to the top after more than 30 years of service.

While Commissioner Larrick's leadership was deeply probed after the Kefauver committee found that Dr. Henry Welch, one of his subordinates, profited from the promotion of some of the drugs subject to his supervision, three separate investigating groups found no further indication of any shortcoming at FDA which reflects on the quality of protection the public has been getting. If the Democrats decide to put their own man into the driver's seat at FDA, they will undoubtedly find a way. Meanwhile Comr. Larrick—who has Civil Service status—has indicated that he would be unwilling to bow voluntarily to any change which would impair the career tradition.

■ An aggressive enforcement policy at the regulatory agencies actually would not represent a drastic break from the past, as far as marketers are concerned.

Under Republicans, business men instinctively have felt that whatever the issue, surely no decision fundamentally harmful to "free enterprise" would be permitted. With Republicans in the White House, business men could be confident that the executive department would be slow to lend encouragement to any anti-advertising proposals in Congress.

Although Republicans never forgot the indispensable role of advertising and marketing in the operation of our economy, this did not preclude them from wielding a heavy stick in the trade regulation and postal fields.

■ Shortly after taking office, Republicans brought anti-trust actions to break up any possible trade association moves to protect the commission system in the advertising field. Ultimately the anti-trust division secured consent decrees from several ad groups, including the Four A's, ANA, ANPA and Magazine Publishers Assn., renouncing any intention of enforcing a compulsory commission system.

Anti-trust actions also undercut forced combination rates in the newspaper industry, required General Outdoor Advertising Inc. to dispose of some of its affiliates, disputed "block booking" in the sale of feature film for use on tv, and maintained constant pressure on networks, looking toward the elimination of such practices as option time and must buy.

■ Institutional advertising has been on the defensive at the Internal Revenue Service, the Federal Power Commission and the Defense Department. Within the past two years, the Internal Revenue Service won a Supreme Court decision upholding its contention that business men can be stopped from taking tax deductions for ads on political issues, even if the survival of the business is at stake.

Following the same philosophy, the Federal Power Commission—bowing to the prodding of pro-public power political forces in Congress—has moved to prevent power companies from giving normal bookkeeping treatment to ads which discuss the public power issue. At the Defense Department, military contractors have been allowed to use ads telling the public about the weapons they are working on. While department officials privately recognize that institutional advertising does a useful job for the defense program, they have seldom dared to stray from the official party line—that there's no excuse for fancy advertising by companies which deal largely with the government.

Postmaster General Arthur Summerfield has been embroiled in a continuous vitriolic battle with publishers and mailers over the level of postage rates. The Department of Commerce—supposedly the business man's friend in government—has sponsored regulations offering financial inducements to states which ban billboards from the new interstate highway system, and it has adopted regulations at the Patent Office which force non-lawyers to abide by bar association rules which prohibit members from using advertising to offer their services in preparing patent applications.

■ No discussion of what's ahead in 1961 would be complete without recalling the remarkable changes that have taken place on the Washington scene in 1960.

As the year opened, admen were on the defensive. The tv quiz scandal tarred them all with the same brush. Regulatory agencies, embarrassed by the disclosures, were trying to demonstrate that they intended to correct the situation.

As the year opened, Attorney General William P. Rogers supplied President Eisenhower with a special report indicating that federal power over tv and tv advertising ought to be strengthened. His list included a suggestion that FTC have additional power to get injunctions which would stop ads while "false advertising" charges were being litigated.

■ The FTC and FCC were the two agencies chiefly involved in the turmoil. By the beginning of 1960, FTC was already well along in a re-appraisal of its operations in the advertising field. FCC Chairman John Doerfer was defending the industry, pointing out that only a handful of broadcasters were parties to the deceptive practices which investigators exposed.

At the peak of the excitement, FTC Chairman Earl Kintner forcefully warned that his agency would not tolerate ads "that danced on the line" of illegality. He met with ad groups, tv representatives and spokesmen for consumer organizations.

His strategy involved the "mailed fist and velvet glove" approach. While he staged a display of force with a crackdown on offenders wherever he could find them, he deliberately steered clear of all suggestions that FTC ask Congress for a stronger law. Almost from the start, he proceeded on the assumption that vigorous use of existing FTC power, together with persuasion and forbearance, would get the job done without intruding deeper into personal freedom.

Thurber Harms Wade

GETTING TO KNOW YOU—*Wade Advertising, Chicago, held an extended coffee break to introduce the staff personnel of the H. W. Kastor Co., who moved into the Wade agency (AA, Oct. 24). A toast to future success is made by Hal H. Thurber, Wade president; A. G. (Jeff) Wade, board chairman; and Marvin Harms, formerly president of Kastor, now senior vp of Wade.*

■ In the opening stages of its drive, FTC put its tv monitors on a 24-hour a day basis, ultimately cranking out complaints against about a dozen of tv's biggest advertisers. To underline the new "get tough" policy, complaints were often directed against agencies, and even agency executives.

Actually the number of legally-deceptive ads turned up by FTC's monitors was small. As tv advertisers accepted the new standards required by networks, the tv code review board and FTC, the volume of new litigation trickled out.

Later in the year, as a long-term move toward more effective cooperation with admen, FTC strengthened its Bureau of Consultation. Through "consultation" early in the year, the commission induced the cigaret industry to stop making tar and nicotine claims. Later in the year, the Bureau of Consultation focused on deceptive list prices and guarantees. First the commission pre-

(Continued on next page)

PUBLICITY

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Send for a copy of FEATURE Magazine, America's prime publicity medium. It reaches all editors in the 2093 largest cities of the U.S. with your feature releases. Hailed by Newsweek! Used by scores of major companies and top PR firms. On your letterhead, please.

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Radio Station WSM
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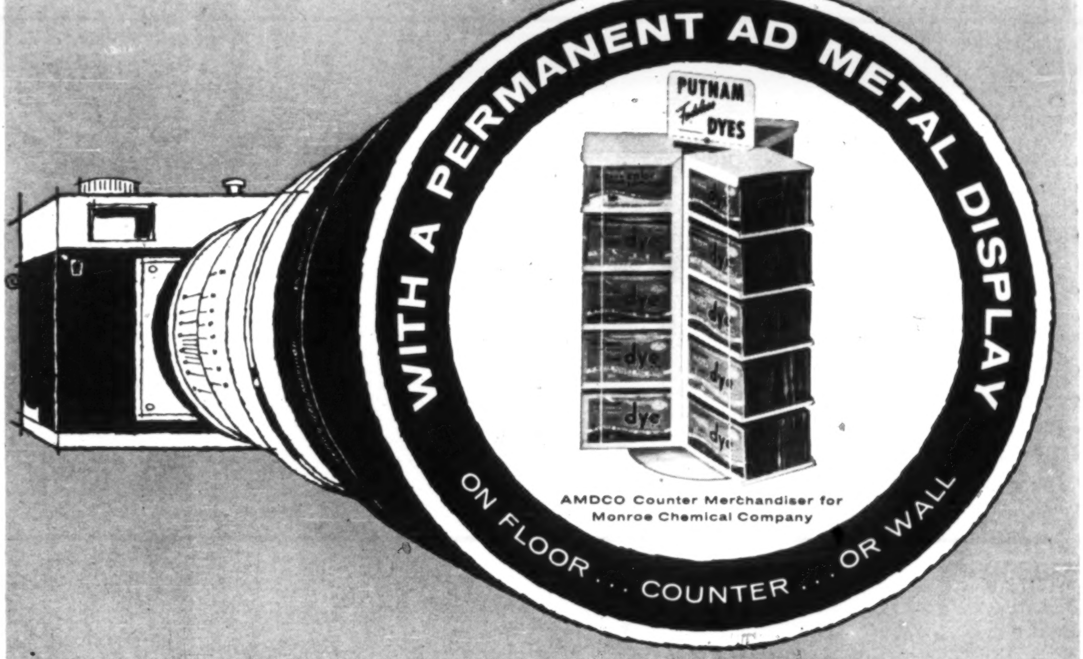
NASHVILLE, TENNESSEE
is pleased to announce
the appointment of
Henry I. Christal Co., Inc.
NEW YORK, CHICAGO, SAN FRANCISCO
DETROIT, BOSTON, ATLANTA
as exclusive representatives
Effective January 1, 1961

OWNED AND OPERATED BY
THE NATIONAL LIFE AND ACCIDENT INSURANCE COMPANY

developing a profit picture
requires **FULL TIME EXPOSURE**
at the point-of sale...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DYES
dye
ON FLOOR ... COUNTER ... OR WALL

AMDCO Counter Merchandiser for Monroe Chemical Company

The point of sale is where all your merchandising and advertising efforts come into focus... where your product image registers, the impulse clicks, and your sale is completed... write or call for more information... and how
AN AD METAL DISPLAY
custom-designed for your product, will help you close more sales, more profitably...

ADVERTISING METAL DISPLAY CO
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CHICAGO 50 / 4621 W. NINETEENTH ST. / Bishop 2-1242 • NEW YORK 36 / 11 W. 42nd ST. / LOngacre 4-8255

What to Watch for in New Washington Regime . . .

pared "Guides," outlining its position on both problems. With these guides in hand, the staff of the Bureau of Consultation met with business men individually, or by industrywide groups, winning substantial compliance without resorting to litigation.

■ Another phase of FTC's program in 1960 has been the crackdown on discriminatory promotion allowances, particularly in the food field. A newly developed "investigate-by-mail" technique was tested in the chain store field. A dragnet covering more than 400 chains and suppliers showed a backlog of nearly 1,500 instances where chains solicited or received special allowances which appeared to violate the Robinson-Patman Act.

Convinced that business men are largely unaware of their obligations under the R-P law, FTC for the first time in the history of its anti-trust enforcement authorized a "Guide" outlining its policies on advertising allowances. With this "Guide," the Bureau of Consultation has been making a systematic effort to spread the word.

■ At FCC, Chairman Doerfer's efforts to defend the record of the industry led only to embarrassment. As the year opened, the commission was engaged in a lengthy hearing which provided the industry and the public with a forum to discuss the commission's role in regulating tv. With congressional investigators spotlighting the "payola" problem, Chairman Doerfer's efforts to defend the industry cast him as spokesman for an unpopular cause. By March he was forced out, with Frederick Ford taking over.

Under Chairman Ford, FCC promptly left the defense of broadcasting to the broadcasters. As a sign that FCC was changing its ways, one of the new chairman's first moves was to advocate a complaints and compliance division, to keep a watchful eye on broadcasters. Scaled down somewhat from his original plan, this unit went into operation shortly after mid-year, and subsequently turned up several instances where broadcasters seemed to be on thin ice.

■ New radio-tv laws passed by Congress during the year provided stiff penalties for anyone—including agencies, program producers or advertisers—who knowingly concealed "payola," or deceptive radio-tv contests. FCC's complex hearing procedures were simplified, and the commission got authority to levy fines or issue short-term licenses as additional punitive devices in dealing with broadcasters.

Other FCC moves during the year included: (1) adoption of rules forcing tv networks to stop serving as sales reps for non-owned stations (effective Dec. 31, 1961), (2) adoption of new option time rules, including a provision slicing the maximum option period for each segment of the day from three hours to 2½ hours (effective Jan. 1, 1961), (3) new rules requiring broadcasters to use newspaper advertising announcements to inform their communities of applications to renew their licenses or expand their facilities and (4) new rules providing for less-than-three year licenses for stations which have questionable performances.

And still other FCC moves were: (5) decisions canceling licenses of two Miami and one Boston tv station as a result of charges that *ex parte* contacts with commissioners occurred while the cases were pending (these decisions are still being reviewed in court), (6) cease and desist order against KIMN, Denver, for employing a disc jockey who used smutty language, (7) proposed a rule to curb trafficking in licenses by requiring a full hearing when a station turns over before a full three-year license period has been completed and (8) gave quick attention to applications for a three-year test of pay-tv in Hartford. #

'National Live Stock' to Offer Color in April

National Live Stock Producer, Chicago, will offer four-color reproduction advertisements, effective with its April issue. The four-color will be available only for preferred positions such as back cover, inside front and inside back covers. New rates for four-color are $4,000 for the back cover and $3,500 each for inside front and inside back covers. Also effective with the April issue, new b&w rates will be $2,000 per page.

Coming Conventions

Jan. 15-18, 1961. Newspaper Advertising Executives Assn., Edgewater Beach Hotel, Chicago.

Jan. 20-22, 1961. Advertising Assn. of the West, midwinter conference, Pioneer Hotel, Tucson, Ariz.

Jan. 20-22, 1961. Retail Advertising Conference, 9th annual meeting, Palmer House, Chicago.

Jan. 26, 1961. Assn. of National Advertisers, Workshop on Advertising Evaluation, Plaza Hotel, New York.

Jan. 27-29, 1961. Eastern Inter-City Conference of Women's Advertising Clubs, Warwick Hotel, Philadelphia.

Jan. 27-29, 1961. National Advertising Agency Network, eastern regional conference, Penn-Sheraton Hotel, Pittsburgh.

Feb. 1, 1961. Advertising Federation of America, midwinter conference, Statler Hilton Hotel, Washington, D. C.

Feb. 3-5, 1961. National Advertising Agency Network, midwestern regional conference, Sherman Hotel, Chicago.

Feb. 8, 1961. Michigan Council, Four A's, Rackham Memorial Bldg., Detroit.

Feb. 8, 1961. Magazine Publishers Assn., regional meeting, Drake Hotel, Chicago.

Feb. 9-11, 1961. Mutual Advertising Agency Network, Canterbury Hotel, San Francisco.

Feb. 14-15, 1961. Assn. of National Advertisers, cooperative advertising workshop, Hotels Ambassador, Chicago.

Feb. 16, 1961. Business Publications Audit, annual meeting, Hotel Biltmore, N. Y.

Feb. 24-25, 1961. Newspaper Advertising Executives Assn. of the Carolinas, winter meeting, Hotel Francis Marion, Charleston, S. C.

Feb. 26-28, 1961. Inland Daily Press Assn., winter meeting, Drake Hotel, Chicago.

Feb. 27-28, 1961. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

March 2, 1961. Associated Business Publications, winter conference, Hotel Roosevelt, New York.

March 12-17, 1961. Associated Business Publications, management seminar, Arden House, Harriman, N. Y.

March 16-21, 1961. National Federation of Advertising Agencies, annual management conference, Sahara Hotel, Las Vegas, Nev.

March 26-30, 1961. National Business Publications, annual spring meeting, El Mirador, Palm Springs, Cal.

April 6-7, 1961. Advertising Federation of America, 1st District Convention, Providence, R. I.

April 7-8, 1961. Southwest Assn. of Advertising Agencies, annual convention, Marriott Motor Hotel, Dallas.

April 11, 1961. Premium Advertising Assn. of America conference, in conjunction with the National Premium Buyers Exposition, Navy Pier, Chicago.

April 13-15, 1961. Advertising Federation of America, 4th District convention, Dupont Plaza Hotel, Miami, Fla.

April 16-19, 1961. Association of National Advertisers, spring meeting, Hotel Sheraton Park, Washington, D. C.

April 17-20, 1961. International Advertising Assn., Waldorf-Astoria Hotel, New York.

April 20-22, 1961. American Assn. of Advertising Agencies, annual meeting, The Greenbrier, White Sulphur Springs, W. Va.

April 21-22, 1961. Advertising Federation of America, 9th District convention, Savery Hotel, Des Moines, Ia.

April 24-27, 1961. American Newspaper Publishers Assn., Waldorf-Astoria Hotel, New York.

April 25-27, 1961. Sales Promotion Executives Assn., fourth annual conference, Benjamin Franklin Hotel, Philadelphia.

May 4-6, 1961. Western States Advertising Agencies Assn., 11th annual conference, Shelter Inn, San Diego, Cal.

May 4-6, 1961. Associated Business Publications, spring meeting, The Homestead, Hot Springs, Va.

May 14-17, 1961. National Sales Executives, annual convention, San Francisco.

May 21-24, 1961. National Newspaper Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York.

May 25-28, 1961. Federation of Canadian Advertising and Sales Clubs, 14th annual conference, Ottawa, Ont.

May 28-30, 1961. Alpha Delta Sigma, professional advertising fraternity, national convention, University of Minnesota, Minneapolis-St. Paul.

May 28-31, 1961. Advertising Federation of America, 57th annual convention, Park Sheraton Hotel, Washington, D. C.

June 11-14, 1961. Assn. of Industrial Advertisers, annual conference and exposition, Statler Hilton, Boston.

June 19-21, 1961. American Marketing Assn., 44th annual conference, Ambassador Hotel, Los Angeles.

June 25-29, 1961. Advertising Assn. of the West, annual convention, Olympic Hotel, Seattle.

July 9-12, 1961. Newspaper Advertising Executives Assn., Statler Hilton Hotel, Detroit.

Oct. 6-9, 1961. Mail Advertising Service Assn., annual convention, Hotel Statler, New York.

CORBYS
...AS HANDSOME DOES
the smoothest whiskey this side of Canada

BRAND EMPHASIS—*Following a trend away from costly decanters for the holidays, James Barclay & Co., Detroit, is using the gift wrap to emphasize its brands. Ads like this for Corby, running in Life and Look, show the kinds of drinks that can be made.*

'Nautical Mates' Promotion to Be Launched Again in Spring

"Nautical Mates" will appear, in the fourth annual edition of the promotion, in the April issues of *Motor Boating* and *Yachting*, May issues of *Popular Boating* and *Rudder* and the June *Outboard Magazine*. The four advertisers participating in the boating promotion are Kiekhaefer Corp., manufacturer of Mercury outboard motors; Owens Yacht Co., manufacturer of Owens Boats; Wings Shirt Co., men's sportswear maker; and Kaynee Co., manufacturer of boys' apparel. Norman D. Waters Associates, division of Friend-Reiss Advertising, is the coordinating agency.

Heinz, GF Join in Drive

H. J. Heinz Co. and General Foods Corp. are joining in a Minute Rice-and-soup cookery promotion which will start in mid-January. The food tie-up will receive backing in newspaper supplements, magazines and on 10 Heinz-sponsored daytime tv shows. Maxon Inc. (Heinz) and Young & Rubicam (Minute Rice) are the agencies working on the promotion.

Franklin Adds Guild Duties

W. B. (Ben) Franklin, creative administrator of Guild, Bascom & Bonfigli, San Francisco, has been named general manager in addition to his present responsibilities.

11,041 16mm bookings of "In The Beginning" arranged and served in one year for the Mobil Oil Companies.

Thousands of community showings by industry, churches, clubs, and schools are arranged by MODERN each year on behalf of the companies who provide business films to further public awareness of their services and products.

Whether your company or trade association (and its film program) is big or small, professional distribution can help. For this service, look to the leader — look to Modern.

Modern Talking Picture Service, Inc.
3 East 54 Street, New York 22, N. Y.

offices in 30 major U.S. cities

The PROGRESS • HANSON • PROGRESSIVE *Group*
One of America's Most Complete Graphic Arts Organizations

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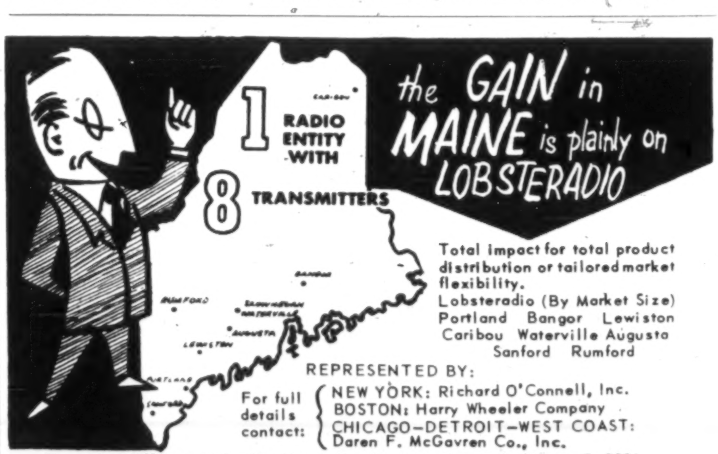
JOHN B. MACE
AS RESIDENT MANAGER
OF THE NEW YORK OFFICE
OF
PROGRESS PLATE MAKING CO.

548 LINCOLN BUILDING
60 EAST 42nd STREET
(305 MADISON AVE.)
PHONE: MUrray Hill 2-1723
(or 2-1722 or 2-1724)

PROGRESS Plate Making Co. • HANSON Electrotype Co. • PROGRESSIVE Composition Co.
PHILADELPHIA, PA. • NEW YORK, N.Y. • NEWARK, N.J. • LANCASTER, PA. • WILMINGTON, DEL.
BALTIMORE, MD. • WASHINGTON, D.C. • RICHMOND, VA. • CHARLOTTE, N.C.


1 RADIO ENTITY WITH
8 TRANSMITTERS
the GAIN in MAINE is plainly on LOBSTERADIO

Total impact for total product distribution or tailored market flexibility.
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Portland Bangor Lewiston
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IRS Offers Rules on Co-op Ad Tax Deduction Law

WASHINGTON, Dec. 29—The Internal Revenue Service today circulated proposed regulations carrying out a new law that lets manufacturers claim a tax deduction for cooperative advertising programs in newspapers and radio-tv.

Under the law, passed by Congress last May, and effective Jan. 1, money collected from distributors, and used for cooperative advertising, will not be regarded as part of "price" in determining the manufacturers' liabilities for federal excise taxes. The amount which can be collected is limited to 5% of the actual price of the item, and the money must be spent within four months after the calendar year ends.

With the approval of the law, Congress ended a controversy which has raged for several years. In order to make sure that the co-op is actually spent for advertising, Congress specified that the tax benefit will be allowed only for local advertising in newspapers and radio-tv.

■ In the proposals circulated by IRS today, "newspaper" is defined as "those publications which are commonly understood to be newspapers and which are printed and distributed periodically at daily, weekly or other short intervals for the dissemination of news of a general character and of a general interest."

The proposal, which is subject to comment which must be filed during the next 30 days, specifically says the term newspaper "does not include handbills, circulars, flyers or the like, unless printed or distributed as part of a publication which constitutes a newspaper."

Publishing groups failed in their effort to persuade the IRS technical staff to use the post office definition of "newspaper." While the order apparently does not specifically slam the door on giveaway neighborhood newspapers and shopping newspapers, it says, "Neither does the term include any publication which is issued to supply information on certain subjects of interest to particular groups, unless such publication also qualifies as a newspaper. For purposes of this subparagraph, advertising is not considered to be news of a general character and of general interest."

■ For newspaper ads containing several items, IRS proposes that the amount charged to any particular co-op program be determined by allocating the cost.

In the case of national tv or radio programs, the proposals allow the tax exemption only for the cost of the "spot" portion identifying the retail establishment where the item is available. Only this "spot" can be regarded as local advertising, IRS held.

The rules specify that a separate charge for the co-op fund must be made to the distributor at the time the article is sold. It says the plan must be initiated by a member of the distributor chain. However, it adds, the manufacturer may take an active part in the actual planning and development of the campaign, and he may even place the ads, so long as he is not financially responsible for them.

"It is immaterial whether or not the advertising is subject to the approval of the manufacturer of the article," the proposal said. "However, if the manufacturer of the article both initiates and obtains advertising, such advertising does not qualify as local advertising." #

Here's where you separate real Italian dressing from the others
THE REAL ITALIAN
Wish-Bone

REAL ITALIAN—*Lipton will launch a multi-million dollar ad drive for its Wish-Bone Italian dressing in the January and February Good Housekeeping, Ladies' Home Journal, McCall's and Sunset, in other print media and tv. Edward H. Weiss & Co. is the agency.*

Scott Adds Bates for Waldorf Bathroom Tissue

CHESTER, PA., Dec. 30—Scott Paper Co. has added Ted Bates & Co. to its agency roster by appointing it to handle Waldorf bathroom tissues and a "long term project for new product development."

At the same time, Scott assigned several new product projects to J. Walter Thompson Co., its No. 1 consumer agency since 1927. Waldorf tissues, one of the oldest advertised bathroom tissues, has been handled by Thompson since the early days. Thompson will continue to handle Scott's other major consumer brands: ScotTissue and Soft-Weve bathroom tissue, ScotTowels, Scotties facial tissues, Cut-Rite wax paper, Scotkins paper napkins, Scott family napkins and Wonder Wrap, which is now in test markets.

■ By moving Waldorf tissues from Thompson to Bates, the company has placed its two major tissue brands in separate agencies. In announcing the change, Scott said its "expanding marketing operations and the addition of new products to the line necessitated engaging Bates."

According to measured media sources, Scott spent $397,650 in magazines and $206,850 in Sunday supplements on Waldorf for the first ten months of 1960, with no network or spot tv activity for the brand—a media strategy that may be changed now that Waldorf is with Ted Bates, a strong tv agency.

■ Scott has four other agencies: Compton Advertising handles Confidents sanitary napkins now in three test markets. Ketchum, MacLeod & Grove, Pittsburgh, handles Scott's industrial products together with publicity for both consumer and industrial brands. Ehrlich, Neuwirth & Sobo is the agency for Scott Apparel Foam. Albert Frank-Guenther Law handles financial advertising and general and financial public relations. #

Jantzen of Canada Appoints

Jantzen of Canada Ltd. has appointed Hockaday Associates, New York, to handle advertising for its men's and women's sportswear. Hockaday handles Jantzen's women's sportswear and swimwear in the U.S. Botsford, Constantine & Gardner, Portland, Ore., is the former agency of record for the Canadian account.

Last Minute News Flashes

Vendo Appoints Cunningham & Walsh

KANSAS CITY, Dec. 30—Vendo Co., manufacturer of automatic vending equipment, has named Cunningham & Walsh, Chicago, its agency, effective Jan. 1. The account, which bills nearly $500,000, formerly was handled by Potts-Woodbury, Kansas City. Vendo said the switch was made because it wanted a larger agency.

Westinghouse Names McCann for Air Conditioning

PITTSBURGH, Dec. 30—Westinghouse Electric Corp. has appointed McCann-Erickson as agency for its air conditioning products division, succeeding Fuller & Smith & Ross. Westinghouse and F&S&R announced they were parting company last October; the bulk of the F&S&R business has already been assigned to Ketchum, MacLeod & Grove (AA, Nov. 7). Billings on the new McCann business are expected to run about $500,000 annually.

Mulvey Resigns from C&W in Policy Dispute

NEW YORK, Dec. 30—William W. Mulvey, senior exec vp of Cunningham & Walsh, has resigned over a "basic difference in policy." Mr. Mulvey has been with the agency for the past seven years and has supervised the Texaco account. For the past four years, he has been a member of the board, the executive and finance committees and chairman of the management committee. He has no immediate plans, beyond a vacation.

Zotox Pharmacal Names Allston, Smith & Somple

STAMFORD, Dec. 30—Zotox Pharmacal Co., manufacturer of Zotox poison ivy treatment, Triocin acne ointment, Blue Foam soap for sensitive skin and Hydrotox athlete's foot treatment, has appointed Allston, Smith & Somple to handle advertising. The agency also has been appointed by Zotox's three subsidiaries, Miricil Chemical Co., maker of Miricil medicated hand cream; New Medical Techniques Inc., manufacturer of Bandamycin, an antibiotic spray-on bandage; and the Bluebeard men's toiletries division. The account is estimated at $100,000. The company has been placing direct recently.

Freeman Shoe to JWT; Other Late News

• **Freeman Shoe Co.**, Beloit, Wis., has named J. Walter Thompson Co., Chicago, its agency, succeeding Howard Monk & Associates, Rockford, Ill. Freeman's annual budget is approximately $250,000.

• **Norge Sales Corp.**, Chicago, a subsidiary of Borg-Warner Corp., has named Keyes, Madden & Jones, Chicago, to handle advertising for its new coin-operated automatic dry cleaner, which will go into full production in January. Advertising for the new dry cleaner breaks next month in financial newspapers and laundry and dry cleaning publications.

• **Zenith Radio Distributing Corp.**, Chicago, has appointed Aves, Shaw & Ring, Chicago, to handle its account, effective Jan. 1. The distributing company, which is a wholly-owned subsidiary of Zenith Radio Corp., serves the Chicago and northern Illinois area. Reach, McClinton & Co., Chicago, is the former agency.

• **Frank Rogier**, formerly sales manager in the New York office of Thermo-Fax Sales, a subsidiary of Minnesota Mining & Mfg. Co., has been appointed general sales manager of Mutual Broadcasting System, another 3M subsidiary. He fills a post left vacant when Eugene H. Alnwick resigned as sales director last August.

• **Schenley Industries** in 1961 will revive Melrose Distillers Co. as an independent sales unit and plans to give an extra advertising boost to Melrose Rare. Melrose was merged into the Park & Tilford Co. last January, but reportedly it is being "unmerged" again. The formula of Melrose Rare has been changed to make it a ten-year-old whisky, and Seward Eric, eastern division sales manager, has announced that retailers "are going to get more support than ever before on the brand." Large-space ads in newspapers and trade publications are planned. The brand got a $260,000 push in newspapers in 1959. W. B. Doner & Co. is the agency.

• **Country Club Woman**, a controlled circulation "class" magazine, will appear bi-monthly starting in May, published by George F. Walsh Publishing Co., Harding Hwy., Landisville, N. J. It is to be mailed free to every woman country club member in the country.

• **Grove Laboratories**, St. Louis, has assigned two new products to Cohen & Aleshire, New York. The agency already handles 4-Way cold tablets and Fitch Dandruff Remover shampoo for Grove.

• **J. Mitchell Jablons** has been appointed vp and general manager of the New York office of Jordan, Sieber & Corbett. Mr. Jablons, who has been supervisor on all accounts handled out of New York, joined the agency in 1958, shortly after the office was opened here. He was formerly with Ted Bates & Co. C. R. Jordan, president of the Chicago-based agency, will continue to be headquartered in New York (*for news of Mr. Corbett see story on Page* 8).

• **John A. FitzRandolph** has resigned as a vp of J. Walter Thompson Co. to join the investment company of Francis I. Du Pont as a general partner.

• **Torrieri-Myers Advertising** is a new Baltimore agency, formed by the merger of Mahool Advertising and Peter Torrieri Advertising. Robert D. Myers, president of Mahool, is president of the new agency; Mr. Torrieri is secretary-treasurer. The agency is at 914 N. Charles St.

• **Augusto Godoy**, a leading Cuban agency man, has been named manager of the J. Walter Thompson Co. office in Lima, Peru. He succeeds Jack Webster, who opened the Lima office and who will now return to Chile to head up JWT's office in Santiago. Godoy & Godoy, Havana, has been Thompson's correspondent agency in Cuba since 1942.

• **Kaz Mfg. Co.**, New York, has been ruled the winner in New York county supreme court in the $1,000,000 libel suit it filed against Metropolitan Broadcasting Co., owner of WNEW-TV, for running a commercial that said "steam is dangerous" (AA, Dec. 14, '59). The court further ruled that a picture of a vaporizer in the commercial for Pertussin, a cold remedy, was identifiable as that of a Kaz product. It appears likely that the station will appeal the decision. Kaz has authorized its attorney to file suit against Chesebrough-Pond's, maker of Pertussin.

• **Joseph R. Cutinella**, division manager at Kansas City for Hoover Co., North Canton, O., has been named merchandising manager, a new post.

Upjohn Appoints Marschalk for Consumer Drive

Naming of McCann Unit for 1st Sustained Push Seen Part of Drug Trend

KALAMAZOO, Dec. 30—Upjohn Co. has appointed the McCann-Marschalk division of McCann-Erickson to handle a consumer campaign for its Unicap vitamins.

Upjohn, one of the "big three" of the ethical drug industry, reportedly will back the campaign with an appropriation of $1,500,000 to $2,000,000. This marks the first time that Upjohn has approved a consumer product drive on a sustaining basis.

Behind the decision to break with tradition and launch a lay campaign are a number of factors. While vitamin sales have expanded considerably in the past 10 years, Upjohn, one of the principal producers, has not been able to participate fully in this advance.

Sales have been siphoned off by mail order houses such as Hudson vitamin and discount houses, all of which sell vitamins at prices well below Upjohn's.

In addition, the wide-scale use of vitamins—an estimated 75,000,000 Americans now take vitamins—has recently come under sharp attack from the American Medical Assn. and the Food & Drug Administration. Citing annual retail vitamin sales of more than $500,000,000, AMA has stated flatly that "America has contracted a new ailment—Vitamania."

■ With a big stake in this business, Upjohn has seen advertised brands make big inroads. Hudson sales have skyrocketed on advertising, and the No. 1 selling multi-vitamin product, Miles Laboratories' One-A-Day brand, also is advertised.

Upjohn, with other ethical drug companies, has been reluctant to take its case to the public for fear physicians would resent this advertising over their heads. In the past few years, however, Upjohn has placed small-space ads in consumer magazines—without much protest from doctors.

Also, other ethical drug companies already have "gone public." The Squibb division of Olin Mathieson Chemical Corp. launched a consumer campaign for its Vigran vitamins last year, via Donahue & Coe, and this program has recently been renewed.

Finally, there was the example of Mead Johnson & Co., one of the leading suppliers of supplemental vitamins for children, which blossomed forth in 1960 as a powerful consumer advertiser for its weight control product, Metrecal.

■ Five agencies were invited to present for the Upjohn consumer campaign. In addition to McCann-Marschalk they were Benton & Bowles; William Douglas McAdams Inc.; Papert, Koenig, Lois; and Sudler & Hennessey. With the exception of B&B, all had pieces of Upjohn business. McAdams, which handles the great bulk of the company's medical advertising, has never shown any interest in consumer advertising. #

Agnew Joins 'Time'

Donald J. Agnew, formerly vp and manager of the New York office of James Lovick & Co., Canadian agency, has been named manager of the Montreal sales office of Time International. He succeeds V. W. H. Greenway, who was named Melbourne advertising manager by Time International.

Florida Citrus Industry Ponders Ad Fund Raising

Varying Views Held on Increasing Levy to Boost Advertising

LAKELAND, FLA., Dec. 29—With the state legislature scheduled to start its biennial session in a little more than 90 days, Florida's citrus industry is talking about collecting more money to promote the bigger crops of future years.

At present, however, it's only talk. A wide difference of opinion exists among the various parts of the industry, on whether advertising taxes should be increased and, if they are, how the money should be spent.

Legislative committees representing the Florida Citrus Commission, Florida Canners Assn., Florida Citrus Mutual and the newly-formed Florida Fresh Citrus Shippers Assn. met in a joint session here yesterday. Nothing definite developed, and Key Scales, chairman of the citrus commission group, who presided over the joint meeting, said another session would be held in late January, following separate committee sessions.

■ The Florida Citrus Commission, organized in 1935 to promote oranges, grapefruit and tangerines, is a state agency composed of 12 citrus men appointed by the governor for two-year terms. Funds are derived from a state tax on each box of fruit moving into commercial channels. Presently this per-box tax is 5¢ on oranges and tangerines, and 6¢ on grapefruit, providing this year between $6,000,000 and $7,000,000 for all purposes. The principal item is consumer advertising, which will probably amount to between $3,500,000 and $4,000,000 on the current crop.

With larger crops—and bigger selling problems—anticipated in future years, there is considerable sentiment for a heavier assessment to provide additional advertising and promotional funds. The legislature historically has gone along with the citrus industry in approving changes in the citrus laws, including additional ad taxes from time to time over the years. The 2¢-per-box increase now being advocated in some quarters would probably provide close to $3,000,000 additional funds if next year's crop is as big as expected.

■ This week's meeting indicated that there are three schools of thought on the matter of citrus taxation. Roughly, they are: (1) leave the taxes at their current level; (2) raise the assessment 2¢ per box on all varieties, but do not alter the citrus commission's present setup for handling its commodity advertising program; and (3) provide a new and separate 2¢-per-box tax, with its proceeds to be earmarked for specific use in supplementing the present program. The new 2¢ tax would be used to set up emergency sales funds and to provide reserves for rebates to "brand" advertisers meeting conditions to be specified. #

Porter Opens Finn Trade

G. Walden Porter Jr., former director of marketing of the 1959 and 1960 Chicago International Trade Fairs, has become president of From Finland to You Inc., Chicago, an organization to represent Finnish companies in the U.S. and to direct U.S. sales programs for Finnish products. Before joining the trade fair, Mr. Porter was media director of D'Arcy Advertising Co., St. Louis.

Fred Knorr, 47, Radio Exec, Dies in Bathtub Mishap

FORT LAUDERDALE, FLA., Dec. 27—Fred Knorr, 47, radio executive, whose string of radio stations included WKMH, Detroit; WKMF, Flint; WSAM, Saginaw; and WKHM, Jackson; all in Michigan, died in Broward General Hospital last night. Mr. Knorr had been in the hospital since Dec. 9 as a result of burns suffered when he fell into a tub of scalding water in a hotel here. He apparently slipped and knocked himself out while adjusting the wafer in the bathtub.

He was associated with John Fetzer, a radio-tv executive, in the leadership of a syndicate that purchased the Detroit Tigers baseball team from the Briggs family in 1956. The purchase price of $5,000,000 was the highest price paid up to that time for a baseball franchise.

JOHN S. BARROWS

DENVER, Dec. 27—John S. Barrows, 71, Denver agency man, died Dec. 18 after a heart attack. He opened his own agency in 1919. Later he became a regional representative of McCann-Erickson. At the time of his death, he was operating his own agency in association with Ball & Davidson and Westcott-Frye & Associates.

GORDON K. CREIGHTON

PATCHOGUE, L. I., Dec. 28—Gordon K. Creighton, retired assistant general manager of the National Retail Merchants Assn. and a veteran of 50 years in merchandising, died of a heart attack Dec. 26.

Mr. Creighton joined the association in 1944, when it was known as the National Retail Dry Goods Assn. He was also editor of its special weekly bulletin.

JOSEPH A. DEIMLING

SHORT HILLS, N. J., Dec. 28—Joseph A. Deimling, 41, assistant to the general product manager of Colgate-Palmolive's toilet articles division, New York, died Dec. 25 after a brief illness. Before joining the company in 1953, he had been for six years with S. C. Johnson & Son, Racine, Wis., where he was product ad manager.

BREWSTER MORGAN

LOS ANGELES, Dec. 27—Brewster Bowen Morgan, 55, radio-tv producer, died yesterday after a long illness, at the Motion Picture Hospital, in Woodland Hills.

Mr. Morgan, who received a Ph. D. at Oxford University, became a director of radio with N. W. Ayer & Son and produced and directed the "Eno Crime Club," believed to be the first crime series on the air.

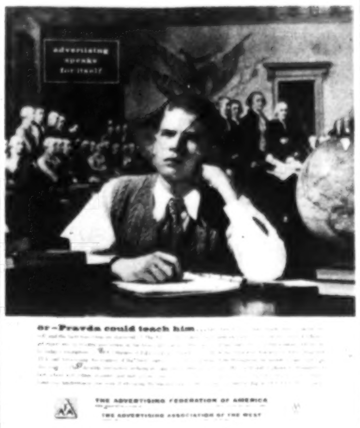
He was then named vp for programming by CBS Radio, where he helped form the Columbia Workshop.

After service in World War II, he joined Compton Advertising in 1946 as chief of programming for radio and tv. At Compton he originated the tv "Fireside Theater."

CHARLES S. MONROE

NEW YORK, Dec. 28—Charles S. Monroe, 52, manager of administrative services of CBS-TV's advertising and sales promotion department, died of a heart attack at his home in Forest Hills Dec. 24. Mr. Monroe, who was promoted to director of CBS program writing division in 1949 and was recently named to his latest position, edited and wrote scripts for a number of top radio and tv series at CBS.

Before joining CBS in 1942, he had been with the Assn. of Junior Leagues of America and with Features Inc., for whom he wrote daytime serials.


advertising speaks for itself
or—Pravda could teach him
THE ADVERTISING FEDERATION OF AMERICA
THE ADVERTISING ASSOCIATION OF THE WEST

ADMEN, LISTEN—*Advertising practitioners are the target of this and four other ads set to appear beginning in January in trade media. The Advertising Federation of America is promoting its services and those of the Advertising Assn. of the West. Bozell & Jacobs is the agency.*

N. Y. Sales Execs Withdraw from NSE

NEW YORK, Dec. 28—A two-year controversy between the Sales Executives Club of New York and National Sales Executives Inc. ended today with the withdrawal by the New Yorkers from affiliation with the national group.

Last week, Philip J. Kelly, president of the New York club, informed its members of an NSE warning that the club pay back dues by Dec. 28 or face expulsion.

Mr. Kelly made it clear that the board of directors was in favor of withdrawal and today issued a statement that the club is "reluctantly permitting its affiliation with the national group to lapse at the end of 1960."

At NSE, the loss of the New York club's 3,000 members was viewed as a "dead horse." Robert Cooper, pr director, said NSE has a "gross operation of something over $1,000,000" and that the loss of the New Yorkers' dues—estimated at $38,000—was "not exactly a body blow to NSE." #

'McCall's,' 'Journal' Set Bases, Rates

NEW YORK, Dec. 30—*Ladies' Home Journal* and *McCall's* have announced identical new circulation rate bases (6,700,000) and identical basic page rates ($31,490 for b&w and $37,855 for four colors), all effective with the respective July, 1961, issues.

The *Journal* will eliminate all bleed charges, effective with its March, 1961, issue. *McCall's* will continue its policy of no premium charge for bleed.

Since a survey of magazines eliminating bleed charges conducted last spring (AA, May 9, '60), only the *Journal* and *Redbook* have joined the small group of publications, mostly women's and shelter books, which do not charge extra for bleed. *Reader's Digest* and *McCall's* were leaders in the movement that did not become a trend.

LATHAM C. OVENS

WHITE PLAINS, N. Y., Dec. 27—Latham C. Ovens, 50, a vp and writer with Donahue & Coe, New York, died in a hospital here yesterday after a heart attack. He had been a script writer for the late Joe Penner, the comedian, and for Arthur Godfrey. Mr. Ovens joined the agency 14 years ago and became a vp in April, 1959. He wrote articles and stories for the old *Liberty* magazine and *Reader's Digest*. His best-known piece was "Letter to an Unknown Soldier."

Can't Represent 2 Media, Says Miller; Sells Headley-Reed

NEW YORK, Dec. 29—Kelly-Smith Co., which has been in the station representative business through Headley-Reed since 1936, is getting out of broadcasting to concentrate on newspaper representation.

The assets of Headley-Reed Co., which listed about 28 tv and 32 radio stations, were sold today to the Bolling Co. for an announced price of more than $500,000. Other sources reported it was not a cash deal. They said Bolling agreed to take over the leases, commitments, etc. of Headley-Reed and to pay Kelly-Smith a percentage of the commissions that will accrue between now and the expiration of the station contracts acquired in the merger.

Frank Miller Sr., president of Kelly-Smith, gave this reason for the move:

"The broadcast and newspaper industries are becoming more and more competitive. It will no longer be possible for a newspaper representative to have an interest in a radio and television station representative organization and continue to put forth full efforts in newspapers' behalf."

■ One of the largest newspaper reps, Kelly-Smith currently handles 24 newspapers. Kelly-Smith's newspaper business was more profitable than its broadcast business, according to Frank Miller Jr., senior vp. The Headley-Reed name was not sold.

(Headley-Reed was named for Frank M. Headley and Dwight S. Reed. These men left the company in 1950 to go into business for themselves, setting up H-R Representatives and H-R Television. This development may eventually free their names for their use again, but it seems unlikely that they will change from H-R, which is now well established in the industry.)

■ George Bolling, head of Bolling Co., told AA that the name of his organization will remain unchanged. He said that the best of the stations from the Bolling and Headley-Reed lists will be retained, for a total of about 45 radio and tv stations. He predicted that the merged operation will make his the sixth largest rep in the broadcast field.

It was announced that three Headley-Reed executives will join Bolling. John Wrath, president, will go to Chicago as midwest vp of Bolling. Robert A. Schmid, exec vp, and Jack Hardingham, senior vp, will be assigned to Bolling's New York office. Before the Bolling deal was consummated, Messrs. Wrath and Schmid reportedly tried to buy Headley-Reed. #

Philco, Toni, Olds Again Will Sponsor 'Miss America' on TV

ATLANTIC CITY, Dec. 29—The three sponsors of the 1960 Miss America Pageant telecast—Philco Corp., Oldsmobile division of General Motors Corp. and Toni division of Gillette Co.—have picked up their options to sponsor the 1961 telecast.

Albert A. Marks, vp of the pageant and chairman of its tv committee, also has announced that tentative plans have been approved calling for 225 CBS-TV outlets to carry the two-hour climax of the contest near midnight on Sept. 9.

Alexander E. Cantwell, a vp and head of live production, video-tape and closed circuit operations of Batten, Barton, Durstine & Osborn, has been named producer of the pageant. #

Jersey Standard Assigns Ex-Ogilvy Account to NL&B

(Continued from Page 1)

Jersey affiliate in the Midwest, Oklahoma Oil Co. (now part of Humble Oil & Refining Co.), came after six months of screening presentations by some two dozen agencies.

■ Although NL&B this week has been billed as a successor to OBM, a Jersey official said that billings could "conceivably" run as high as $2,500,000, or Jersey's entire appropriation for '61. Jersey added that Needham, Louis has been given no restrictions as to media or expenditure, and that billings on its share of the Jersey account will depend entirely on campaign recommendations. The account will be handled from the agency's New York office.

This touched off speculation as to the status of McCann-Erickson on Jersey's institutional account. McCann-Erickson has been agency of record for the Jersey company since the dissolution of the Standard Oil trust in 1912. In addition to the parent company, McCann handles most of the product advertising for Jersey's principal subsidiary, Humble.

■ In 1958, when Jersey appointed Ogilvy, Benson & Mather to handle an institutional campaign in magazines, the campaign was described by the company as "over and above anything McCann-Erickson has done for us." Jersey was also quick to point out that its appointment of OBM did not mean less billings for McCann, but rather was an "addition to its regular institutional advertising."

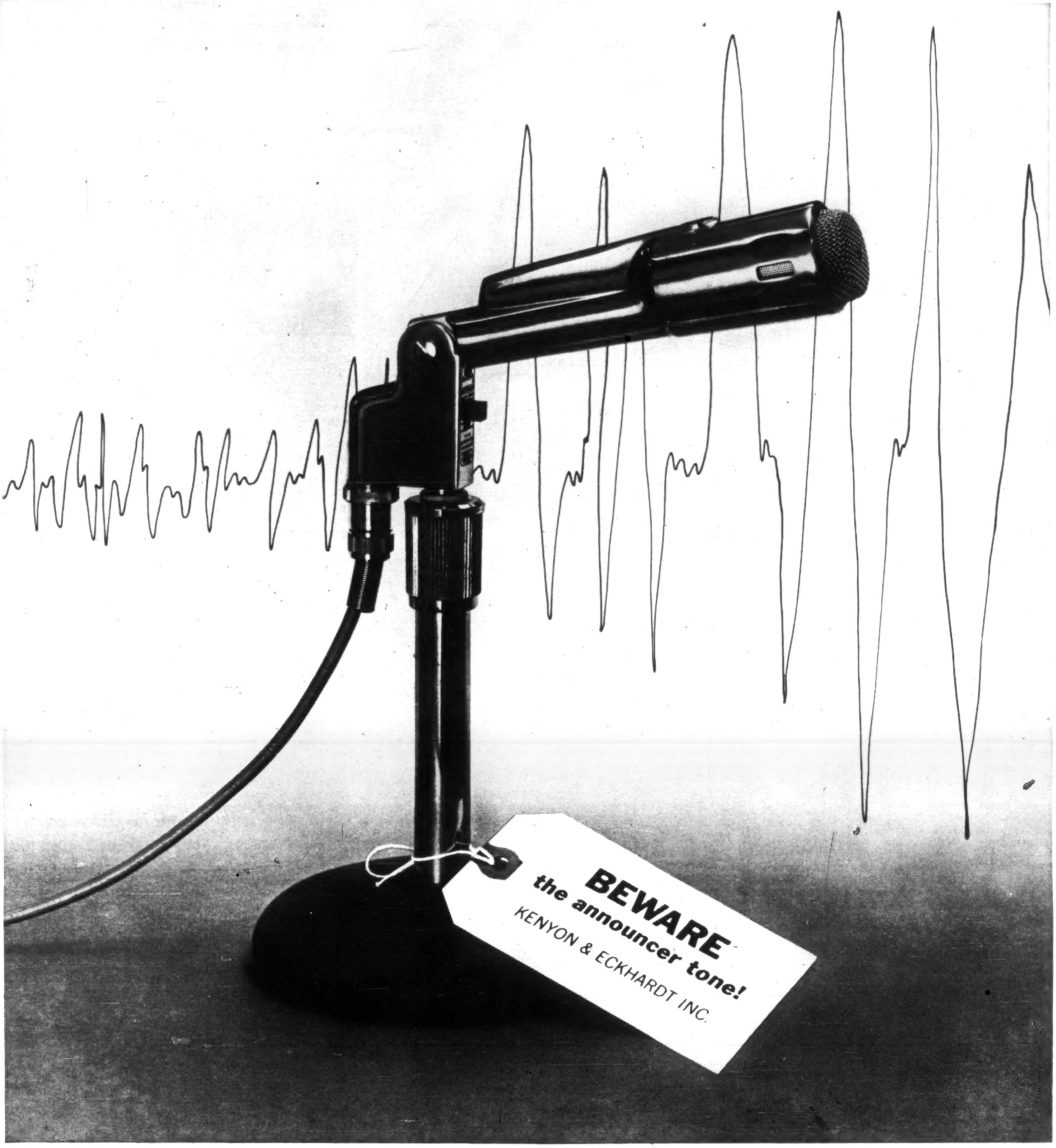
Subsequently—and until it resigned the Jersey business in June of this year to take over the Shell Oil account—OBM continued on the magazine campaign, involving about $1,000,000 in billings, while McCann-Erickson has handled advertising in newspapers, trade papers and television.

■ How much of Jersey's institutional business McCann will handle in 1961 will depend on Needham, Louis & Brorby's campaign proposals, the company indicated today. It seemed certain, however, that McCann will continue to handle Jersey's participation in the CBS-TV newscast, "Your Esso Reporter," the cost of which Jersey Standard shares with its Esso Operation. #

Railroads Disown Byoir Tactics, Seek Court Rule Reversal

WASHINGTON, Dec. 28—Railroads disowned the pr activities of Carl Byoir & Associates last week as 24 railroads tried to persuade the Supreme Court to reverse the outcome of an anti-trust suit filed by 40 truckers.

Earlier decisions ruled that Byoir had distributed or helped others distribute news releases, pamphlets and films aimed against the truckers. The courts ordered the railroads to pay $650,000 in damages and enjoined them from supporting legislation that would tax the truckers or limit their size or weight and from engaging in public discussion that might create "resentment or hostility" toward the truckers. The railroads argued last week that the Byoir tactics, while wrong, were irrelevant to the case. The truckers contended that the pr organization's activities were the central issue. #



Some of our best friends are announcers. Still . . .

Let's quote from the Kenyon & Eckhardt Book of Creative Standards: "How many times," asks the book, "have you sat three rooms away from the radio or TV set and known instantly when the commercial came on? The pitch and tone of voice are different. The result is sugary or frantic. Often the decibels bounce off the walls."

But this is not to put all the blame upon the man who reads the script; the fault may well lie with the man who wrote it. Ask any announcer how often he is asked to read a ninety-second commercial in a minute, and still breathe.

Sometimes the script is written like this, with far too many words underlined for emphasis . . . and even a William Jennings Bryan couldn't make it sound like sense.

We think the real answer comes when both the writer and the announcer remember they are human beings, and are acutely aware of the sense of values of the people in the living room chairs.

One of a series based upon the Kenyon & Eckhardt Book of Creative Standards.

$33,000,000 Shift in Chrysler Billing Tops '60 Switches

(Continued from Page 1)

$11,500,000 in billings.

■ Some $95,000,000 in billings was moved to new shops by the top ten advertisers involved in agency switches. The ten and the billings they switched:

1. Chrysler Corp.	$33,000,000
2. Shell Oil Co.	12,500,000
3. Pepsi-Cola Co.	11,500,000
4. Alberto-Culver Co.	8,000,000
5. American Oil Co.	6,000,000
6. Revlon Inc.	5,500,000
7. Simoniz Co.	5,000,000
7. Calvert Distillers	5,000,000
9. American Home Products	4,000,000
9. Westinghouse Electric	4,000,000

The ten do not include Lestoil, a $10,000,000 billings plum in a house agency which last year changed the name on the door from Jackson Associates to Sackel-Jackson and represents a reorganization more than an agency switch.

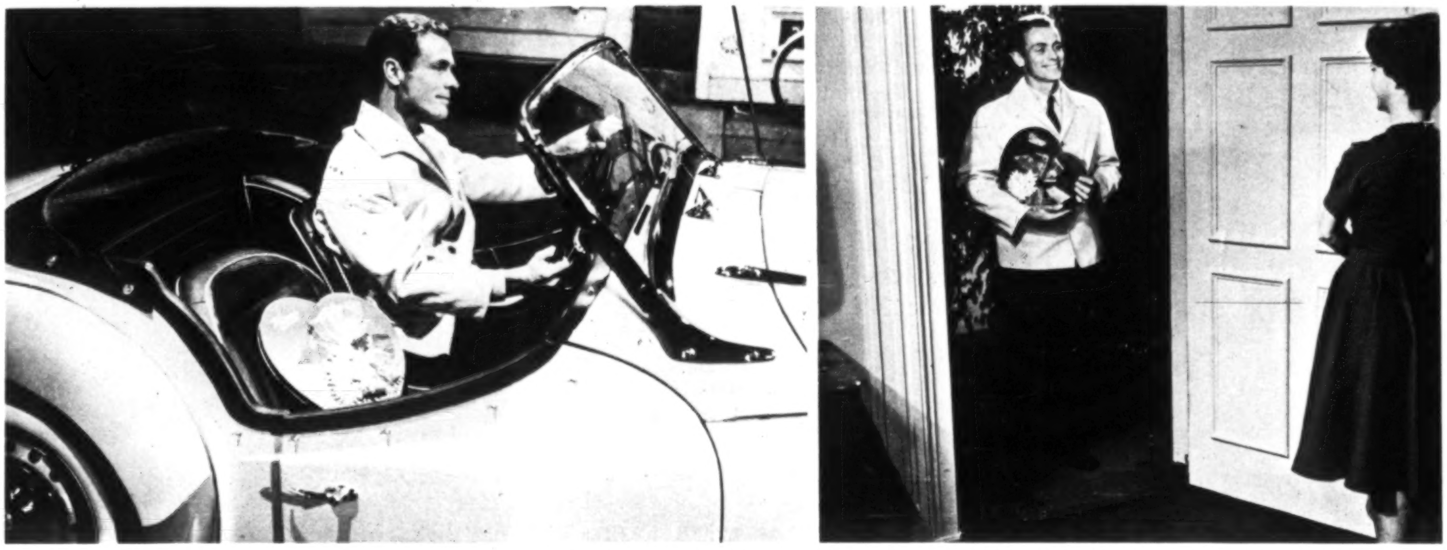
A listing of 1960's major account changes, starting on Page 26 and composed almost entirely of accounts billing $200,000 or more, adds up to more than $278,000,000 in billings moved.

■ The largest switch-artist of the year was the bustling drug and cosmetics industry where 15 major accounts moved $36,650,000 in billings to different agencies. The kingpins, all in the top ten of account switches, were Alberto-Culver's $8,000,000 move from Wade Advertising to Compton, Revlon's $5,500,00 move wherein C. J. LaRoche & Co. and Mogul Williams & Saylor were the losers and Grey Advertising Agency and Warwick & Legler were the winners, and American Home Products' $4,000,000 transfer from J. Walter Thompson Co. to Ted Bates & Co., Tatham-Laird, Cunningham & Walsh and Maxwell Sackheim-Franklin Bruck.

Other drug-cosmetic accounts on the move included Toni Co., which switched $3,750,000 in business, some of which was lost by Tatham-Laird, while the total was then shuffled among Clinton E. Frank Inc., Wade Advertising and North Advertising; Warner-Lambert Pharmaceutical Co., which transferred $3,000,000 billings, including $2,500,000 on Bromo Seltzer from Warwick & Legler to BBDO and $500,000 (Canadian billings) from F. H. Hayhurst & Co. to Breithaupt Milson and McKim Advertising; and Pharma-Craft Co., which withdrew $2,300,000 billings from Thompson and Cohen, Dowd & Aleshire and placed it with Papert, Koenig, Lois and Daniel & Charles.

■ The gargantuan auto industry, including Chrysler's big move, was second biggest agency switcher among all product fields, with $36,500,000 in business changing hands. Besides Chrysler, Ford Motor Co. of Britain cruised out of Rumble, Crowther & Nicholas with $2,000,000 in business (still unassigned); Rootes Motors moved $1,000,000 in billings for Hillman, Humber, Singer and Sunbeam autos from Erwin Wasey, Ruthrauff & Ryan to Mogul Williams & Saylor and Dodge Dealers Assn. of Los Angeles and Orange Counties switched $500,000 billings from Grant Advertising Agency to Cole Fischer Rogow.

Five oil companies hit the agency skids with $27,000,000 in billings. After Shell's big $12,500,000 move (which included $1,500,000 Canadian), was American Oil Co.'s $6,000,000 exodus out of Joseph Katz Co. and into D'Arcy Advertising Co., and $3,500,000 account moves by Cities Service Oil Co. from Ellington & Co. to Lennen & Newell and by Continental Oil Co. from Benton & Bowles to Clinton E. Frank Inc. Mobil Oil Co. switched its $1,000,000 General Petroleum portion from Stromberger, LaVene & McKenzie to Compton Advertising. #



VALENTINE—*These scenes are from a commercial which Stephen F. Whitman & Son, Philadelphia, will run on its NBC-TV special on Feb. 7 to promote its chocolates as the ideal Valentine gift. The one-hour tv adaptation of W. Somerset Maugham's "A String of Beads," starring Jane Fonda and Chester Morris, will be aired at 10 p.m., EST. It was originally set for Jan. 3. N. W. Ayer & Son is the agency.*

House Unit Asks Further Laws to Curb Food Chains

Committee Fails to Recommend FTC Get Cease & Desist Power

WASHINGTON, Dec. 28—A House small business subcommittee endorsed a package of new anti-trust bills today, but stopped short of giving its official endorsement to proposals giving the Federal Trade Commission power to issue temporary cease and desist orders.

The subcommittee, under Rep. James Roosevelt (D., Cal.), has been investigating "small business problems in the food industry." It said sharper anti-trust powers are needed by the FTC and other agencies to curb the increasing power of food chains.

The report observed that the FTC has become "like Gulliver, tied down and enmeshed in a great deal of red tape." It said there has been widespread interest in a proposal sponsored by Rep. Tom Steed (D., Okla.), and 20 other House members to allow FTC to enter temporary cease and desist orders "where circumstances would warrant in the public interest. Therefore the prospects are bright for legislation along these lines early in the 87th Congress," it said.

■ While the report mentioned the proposal for temporary cease and desist orders, the subcommittee did not list it among the items of legislation it was recommending at this time. The list of recommended legislation included: (1) Modification of the existing law so that the "good faith" defense could not be used if a price concession tended to create monopoly; (2) amending the Robinson-Patman Act to prohibit sales "at unreasonably low prices and sales at below cost"; (3) prohibiting food chains from owning meat packing facilities and meat packers from engaging in food retailing; and (4) strengthen the anti-merger laws.

■ The report finds that food chains are gaining power at the expense of both food manufacturers and small independent retailers.

Through concentrated buying power, and the rise of private brands, chains have cut into the power of food suppliers and processors, the report said. In the retail area, the subcommittee referred to studies which show that chains do 65% to 80% of the retail food business in some metropolitan areas.

The rise of private brands, controlled by food chains, has greatly reduced the market power of food suppliers who relied on product differentiation, the report said.

■ The subcommittee said it still does not have enough information about the battle for shelf space to make any recommendations, but it pointed out that this is a matter of rising concern for food manufacturers, processors and others, "because control of shelf space is control of the market place, and a denial of a nationally advertised brand of a food manufacturer from that shelf space is a denial of that brand of access to the market place.

"That battle for shelf space determines which brand will receive the most favored space in the market place," the report noted. "It is indicated that here the grocery manufacturers are engaged in competition with a competitor who not only makes but enforces the rules and makes the decision respecting what branded merchandise shall be accommodated in the most favored space in the market place."

■ While the subcommittee said legislation is needed to curb the use of the "good faith" defense in price cut cases, it found that existing Robinson-Patman Act language provides "fairly good" prospect that small companies can be protected from the impact of discriminatory advertising and promotional allowances.

"It is believed," the subcommittee said, "that the FTC is not only active, but is moving to secure effective results" in advertising allowances cases.

For the most part the report summarizes testimony which the subcommittee received at a series of hearings covering a two-year period. It includes a section on promotion allowances, which draws heavily on views expressed at meetings of the Grocery Manufacturers Assn.

■ The discussion of promotion allowances noted that large distributors collect in accordance with national advertising rates, but pay at local rates, "thereby making extra profits out of the transactions." The report noted that GMA's midyear meeting at the Greenbriar June 8-10, 1959, made it clear that representatives of manufacturers and processors have taken the position that cooperative advertising agreements should mean a sharing of actual costs.

In its discussion of the rising market power of the food chain, the subcommittee touches on studies which it made during the past two years in such fields as meat-packing and fruits and vegetables.

■ In the meat field, it finds that supermarkets are selling approximately 75% of the meat sold at retail. It points to expanded investment by the food chains in the meat packing field, and in cattle feeding lots.

The report summarized hearings which the subcommittee held late last year on food buying practices on the West Coast. It said its study of the operation of the "California Street" buyers in San Francisco showed that food growers are dealing with a very small number of buyers, and are in a weak bargaining position.

In the California Street group, it observed, some dozen or so buyers purchase approximately 80% of the output of the California fruit and vegetables. "Thus it is seen," the report said, "that the concentration of market power in the buyers resides in approximately one dozen persons who deal with thousands of sellers on the other side of the market." #

Public Sector Won't Cut into Private: Heller

(Continued from Page 1)

luted by industry, "then what's the purpose of economic growth?"

■ Prof. Heller's view—that both private and public sectors of the economy can grow together if productivity is increased—dovetails with opinions expressed by Mr. Kennedy at an Associated Business Publications meeting in New York last fall (AA, Oct. 17). The President-elect said at that time that America is "under-consuming," and that the problem is not a matter of "diverting" spending from one sector to the other.

■ In testimony before Congress' joint committee on the economic report last fall, Prof. Heller indicated how he believes the government can stimulate certain areas of the economy:

"Take, for example, tax policies which favor plant and equipment investment through accelerated depreciation and favor research and development expenditures through immediate expensing of their costs—even though the latter are, in effect, an investment in future income.

"No distinction is made between investments which enlarge our supply of luxuries, amenities and frivolities, and investments which enlarge the supply of urgent national necessities.

"I am not suggesting capricious interference with consumer preference patterns.

■ "What I am suggesting is that if forced-draft growth is needed to meet supervening national objectives, the costs of that growth can be minimized by singling out for government stimulus those investments which will serve the specified objectives, rather than dissipating our bounties in growth without focus."

Mr. Kennedy announced Prof. Heller's appointment in Palm Beach, Fla., last Friday. The professor said his job would be to "serve the President-elect in developing policies that will bring the economy back to its full potential." #

Personal Income to Hit $423 Billion in '61, 'Business Week' Says

NEW YORK, Dec. 28—Total personal income in the U.S. is expected to grow another 3.9% in 1961 to more than $423.3 billion compared with an estimated $407.2 billion in 1960, *Business Week* reported.

The 1960 figure was 6.5% above the year before, when Americans earned nearly $382.5 billion.

■ Statewise, the largest increases are again expected from Arizona (up 7.6% to $2.9 billion); Nevada (up 7.2% to $927,000,000); Florida (up 7.1% to $11 billion); Delaware (up 6.5% to $1.6 billion); Colorado (up 5.8% to $4.3 billion); California (up 5.7% to $47 billion); and Minnesota (up 5.2% to $7.6 billion).

Among the smallest gainers, according to the magazine, will probably be all of New England except Connecticut (up 4.1% to $7.6 billion) and Massachusetts (up 4.1% to $13.6 billion).

States expected to show a 3.1% gain are Pennsylvania (to $26.9 billion); Indiana ($10.9 billion); and Tennessee ($5.7 billion).

■ New York is predicted to be up only 3%, to $48 billion. Illinois also is among the small gainers, with an increase of 2.7% to $27.7 billion. Others are West Virginia (up 2.9% to $3.2 billion); Mississippi (up 2.8% to $2.6 billion); Arkansas (up 2.8% to $2.4 billion); and Oklahoma (up 1.9% tc $4.3 billion). #

tickled, pink and healthy
Bathing in ARM & HAMMER Soda Bicarbonate helps pamper their tender skin . . . ward off diaper rash
FREE

BABY CARE—*Church & Dwight Co., New York, will push Arm & Hammer baking soda for baby care in January-March issues of Better Homes & Gardens; Good Housekeeping; Ladies' Home Journal; McCall's and This Week Magazine plus smaller ads in other magazines. Charles W. Hoyt Co. is the agency.*

Washington Dairy Commission Sets $500,000 Campaign

SEATTLE, Dec. 28—Washington Dairy Products Commission, promotion body supported by the state's dairymen, will step up its advertising and merchandising in 1961 with a $500,000 campaign, representing an increase of $25,000 over 1960. It will be the heaviest promotion in the organization's 20 years.

Major emphasis will be on tv. supplemented by newspaper and outdoor advertising in markets not reached with tv. The commission will sponsor, on a major-minor basis, two travel adventure programs, "High Road" and "Bold Journey," on KHQ-TV, Spokane; KOMO-TV, Seattle; and KIMA-TV, Yakima. Outdoor posters will be continued in Seattle, Spokane, Tacoma and Yakima, and will be extended into Bremerton and the Tri-Cities.

One medium the commission has used for several years is football programs for high school games throughout the state. This year it supplied 500,000 programs containing color advertising on milk products to the schools, which imprint their local football information.

The commission is supported by a levy on dairymen of 3¢ per 100 lbs. of milk, equivalent to approximately 0.5% of gross sales.

Grant Advertising handles the account. #

Losses Hit Wolf Agency

Leonard Wolf & Associates, New York, which several months ago lost the Purepac Corp. account and last week lost Transportation Corp. of America to Warwick & Legler, apparently has closed its doors. Telephone service at the Wolf agency has been disconnected since early December. Efforts to reach Mr. Wolf were unsuccessful. His attorney said future plans are indefinite.

Imprinting Service

Let us personalize your national advertising by imprinting it with the names, addresses, and trade marks of local distributors. We handle tabloids, magazines catalogs, booklets and folders in runs of all sizes.

SERSEN'S IMPRINTING INC.
120 So. Sangamon St.
CH 3-2050 Chicago 7, Ill.

MacDonald Elected Agate Club President

CHICAGO, Dec. 28—W. R. MacDonald Jr., *McCall's*, was elected president of the Agate Club, magazine representatives' association, which is called the oldest advertising organization in the country, at the annual meeting today.

He succeeds M. A. Donohue, *Reader's Digest*, who was presented a plaque in recognition of his services during the past year.

Other officers elected were O. S. Wernecke, Curtis Publishing Co., vp; Barrett K. Mason, *Life*, treasurer; Jack Reynolds, *U.S. News & World Report*, secretary, and Leigh Doorly, *The New Yorker*, assistant secretary.

The club voted $500 for the maintenance of an advertising scholarship at Northwestern University, and contributed $1,000 to the Off-the-Street Club, favorite charity of Chicago advertising people. #

REMARKABLE
ROCKFORD
NOW AMONG TOP 100
CITIES

Official Census Bureau figures show Rockford the 96th city in the nation with a population of 128,075, clinching the fact that Rockford is the largest city in Illinois, outside Chicago. Peoria was next in Illinois, with a figure of 103,162. Reach the rich (Illinois highest retail sales by far, outside Chicago) and growing Rockford market (metro area — 209,765) in the media where people look for advertising . . . the Rockford newspapers.

Finest FULL COLOR Facilities

TOP 100
IT'S OFFICIAL
ROCKFORD

ROCKFORD
MORNING STAR & Register-Republic

MEET THE WOMAN IN THE TEAM AT THE TOP!

"I rely on my secretary, Miss Mary Donahue, to assist me with a hundred-and-one details that confront us every working day," says Max Adler, President of Spencer Gifts, Inc., Atlantic City, N. J., one of the nation's busiest mail order organizations. "When it comes to office products, Miss Donahue's suggestions are followed by our purchasing department." The secretary is an important part of the management team in so many of today's business firms. Her influence usually counts, particularly when it comes to the choice of office products. If you advertise office supplies or equipment, the best way to reach America's secretaries is through TODAY'S SECRETARY. It's the only magazine with a concentrated, nation-wide ABC-paid circulation of secretaries in business and training. 151,000 subscribers (ABC-audited), plus 345,000 additional pass-along readers monthly, will see your ads in TODAY'S SECRETARY—and request your brand when office products are being purchased. Phone or write for Fact File on TODAY'S SECRETARY and the secretarial market.

TODAY'S SECRETARY

TODAY'S SECRETARY

. . . the magazine that sells the secretary — sells the boss

A GREGG-McGRAW-HILL PUBLICATION • 330 WEST 42ND STREET, NEW YORK • LONGACRE 4-3000

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1960 **49,928**

HELP WANTED

DIRECT MAIL

Factory office selling sundries. Every business and segment nationally—has spot for mature resourceful worker. **401 Presbyterian Bldg., Nashville, Tenn.**

TECHNICAL PR ACCOUNT EXECUTIVE

Immediate opening for a technical public relations account executive to work on leading industrial accounts. Ideal qualifications: Engineer (M.E., Ch.E., or E.E.) or equivalent; fast, precise writer; inherent promotional flair; varied industrial background; outgoing personality; good planner and administrator. Salary open.

Public Relations Department
Erwin Wasey, Ruthrauff & Ryan, Inc.
3 Penn Center, Philadelphia 2, Pa.

SALES EXECUTIVE

Outstanding opportunity for man with proven sales management ability in Graphic Arts, Advertising or related fields. Requires organization and supervisory ability to direct sales effort of company offering complete litho-letterpress services in this area. Attractive salary and fringe benefits including pension plan. All replies confidential. Contact

Personnel Director, McGill Graphic Arts Center, 655 N. Fairview, St. Paul 4, Minnesota, MIdway 5-8585.

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
154 E. Erie St., SU 7-2255, Chicago,

MAGAZINE SALESMEN

Magazine Sales Manager for U.S.A. and foreign circulation work. Worldwide operation—permanent, highest pay. Write experience fully. Apply

MARK STEELE
2601 MICHIGAN STREET
MICHIGAN CITY, INDIANA

200-1,000 new Executive job openings reported monthly. Write in confidence for free Report. **National Employment Reports, 20 E. Jackson, 902-G, Chicago 4.**

One man agency wanted for department store chain. Department store advertising experience essential. Must understand advertising budgets, campaign planning, working with merchandise departments; write own copy, know production from rough through finished product, etc. Strong mail order background definite asset.

Box 4405, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Challenging opportunity in expanding advertising department of manufacturer of ethical pharmaceuticals and biologicals. Experience in editorial and advertising work essential. Send complete resume with salary requirement to **Norden Laboratories Inc., Lincoln, Nebraska, Attention, Personnel Manager.**

Wanted: an excellent male stenographer, well educated, with experience with a grocery trade publication. A man who wants to develop to an editorial position. Or, an associate editor of a grocery trade journal who is also a good stenographer and wants to work along toward a finished editorial position. Write

Box 4406, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity .... editors
adv. managers .... copywriters
Artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

HELP WANTED

Merchandising Manager

Creative doer needed to prepare broadsides, stuffers, catalog sheets, dealer presentations, and point of purchase material for rapidly expanding consumer line. Product sold through distributors, dealers and chains to consumers. Channels include drug, hardware, automotive, and variety stores. Must be able to write snappy copy and make good rough layouts. Should have background and experience to play on the first team in a fast league. Age 28-40. Apply to **Advertising Manager, P. R. Mallory & Co. Inc., 3029 East Washington Street, Indianapolis, Indiana.**

POSITIONS WANTED

FREE LANCE
LAYOUT & PRODUCTION

Do you need expert assistance in producing your booklets, ads, packages and other printed matter . . . or TV Commercials. Contact—

T. J. McLoughlin MI 2-3655
619 N. Michigan Ave., Chicago 11, Ill.

Seek beginning positiin in Manhattan as mkt. research analyst with manufacturer, research firm, or ad agency. Willing to sacrifice salary for learning & advancement opportunities. B.A. socio-psych & some grad wk. in field. 23. Single.

Box 4407, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

NEED TOP ADVERTISING MANAGER? Man with combination of creative and administrative ability to head department. Unique record combines over 15 years in advertising, promotional buying for large midwest jewelry chain; wide range experience in newspaper, TV, direct mail, radio and point-of-sale. Comprehensive layouts and commercial artist as well.

Box 4408, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPIRIT OF ST. LOUIS less than intoxicates this print-broadcast creative man, who wants cons-ind'l copy or copy-contact Detroit, NY, Chi. Much-tested, never-wanting (8 yrs: 4 Detroit, 2 Pittsburgh) as Cr. Dir., AE, senior copy, asst ad mgr. Knowledgeably driving 35 with worth-proving Book—chemicals, apparel, beer, white goods, controls, gas-oil, many others. Just your note for resume.

Box 4409, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

New England Publisher's Representative. 10 years of successful trade paper selling experience. A mature and intelligent self-starter with the best possible contacts & references seeks position with reputable publisher. Reply to:

Box 4410, ADVERTISING AGE
630 Third Ave., New York 17, New York

PR WRITER-EDITOR

Limited budget? Keep your standards up, results high with imaginative, talented multi-skilled freelance for your publicity/editorial/promotion needs. Campaign planning; news releases, features, house organs, speeches, etc.; also layout, typog., production. Fine bkgd (16 yrs) with newspapers, trade publns, others in commercial & non-profit fields, fund-raising. NY-based, will travel.

Box 4411, ADVERTISING AGE
630 Third Ave., New York 17, New York

Coordinator-Public Relations

liaison. Attractive, dynamic, capable young woman seeking challenging spot in growing business. Highly diversified background. Excellent references. **WE 5-8876 (L.A.)**

POSITIONS WANTED

COPYWRITER WANTS TEMPORARY OR part time work in Chicago or mid-west area. 10 yrs. experience in industrial copy, mail order, catalog and technical writing. **Call Don, UNiversity 4-7064 (Evanston Ill).**

* * * * * *S*W*A*P*?* * * * * *

Will trade with mfr. or agy. my 20 years of exp. in lucrative ideas, creative copy and campaigns as adv/prom/pr mgr. for a congenial, challenging spot. Background: food, drug, dental, home appliance, farm equip., business system, mail order, other fields. College grad. Hard worker. Personable. Family man. Now Chicago. Will relocate. Immediately available.

Box 4412, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

* * * * * * * * * * * * * * * *

TOP-TALENT WRITER, SPARKLING WITH FRESH, SOUND IDEAS!

Vivid newspaper-to-agency background. Important food, drug, fashion, utility, furniture, supermarket chain accounts. She costs money but she's worth every penny. Now in Midwest, willing to move.

Box 27 R 967, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

REPRESENTATIVES WANTED

Chicago rep needed for monthly trade magazine. No. 1 in extremely high potential field. Immediate commissions on present business. Prefer small, sharp outfit ready to go places.

Box 4401, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Cal.

New consumer magazine being prepared for publication early 1961. Exciting field with no competition. Multi million dollar-Advertising sales potential. We want hard-hitting sales representation in all areas of the U.S. and Canada. Write telling us area you cover; magazines you presently represent and how long you have had them; number of salesmen on your staff, if any; and commission desired. Address: **Publisher, Suite 27, 1551 Franklin Avenue, Mineola, N w York.**

CHALLENGING OPPORTUNITY for seasoned space salesman, for national trade monthlies, construction classification, to cover Michigan-Indiana, based in Detroit. Excellent future with multi-publication firm, moderate size, solid, growing faster than its field—itself a growth industry. Good income for right man, and more to come for the man who produces. Position open now. Send complete resume to

Box 4413, ADVERTISING AGE
630 Third Ave., New York 17, New York

SPACE SALESMAN—PART TIME

Assist busy publishers rep. Prefer man who can write copy. Will assign accounts. Plenty of leads. Chicago area. Salary.

Box 4414, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

MISCELLANEOUS

FREE LANCE COPY-LAYOUT IDEAS

—ads, folders, catalogs, etc. Imaginative, resourceful—indust., consumer, corp., ads—copy-layout to finish. Reasonable.

Box 4415, ADVERTISING AGE
630 Third Ave., New York 17, New York

Our 49th Year

CREATIVE COPYWRITER—mid-west, will interview in Chi. in Jan. $10-15,000
COPY/CONTACT—automobile exp., medium-size Chi. agcy. 10,000
SPACE SALES—high-grade consumer pub.-Chi. & mid-west 8,500
ADV. MGR. ASST.—book pub., 75% copy—25% prod. 8,000

MANY MORE—MAIL RESUME

GLADER CORPORATION
110 S. Dearborn St., CHICAGO, ILL.
Phone: CEntral 6-5353

ADVERTISING AGENCY

Chicago office national agency needs space production mgr.—must know graphic arts. Age 29 to 40. Reply in confidence. Send photo, if possible. Address Box 527, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

R&R Copy Studio

Will supply that extra writing "pro" for occasional or peak-time needs. Reportorial or feature, editorial or pr. Strong imaginative copy to any slant. Draw from exper. w. wire service, mag. editing, pr writing & counseling. Per-job rates; photog, other services avail. Write:

R&R, 448 Armitage, Chicago 14.

DON HARRIS NEEDS:

LAST CALL: Marketing research supervisor, top-layer agency with only blue-chip accounts $22M

MARKETING-TYPE ACCOUNT SUPERVISOR. Building materials, other non-industrial hard-goods experience. Some agency experience, rest can be otherside .... $18-$20M

COPY. Wordsmith with selling ideas who prefers smaller big cities, lower-cost pleasanter living, a chance to become copy chief. Creatively oriented 4A agency with several million-dollar accounts. Up to $15M

FOOD-CHAIN SALES PROMOTION. Man in 30's to take responsibility for fast-growing chain's expansion into franchising, on way to top-management .... $12,500-$15M

DON HARRIS, DIRECTOR
Advertising and Marketing Division
MONARCH PERSONNEL
25 E. Jackson, Chicago, WA 2-9400

TIRED OF THE BIG-CITY RAT-RACE?

Do you want to build your own future in a medium size town?

A compact ($1 million size) advertising and sales promotion agency in an Ohio metropolitan area of 600,000 needs an **experienced** agency man, probably between 35-45. Agency is over 10 years old, with fine reputation, good history on account service (mostly industrial) and non-frantic pace. Two principals have other interests taking up some time and see opportunity for strong third party who can use agency reputation and two accounts as a base to build on. Will pay good salary to right man. No investment required or desired. A real opportunity for a serious-minded, capable individual who can both sell and service accounts.

Box 526, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

BIRCH
Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

LEADING AGENCY SEEKS YOUNG ACCOUNT EXECUTIVE

The man we want is in his late twenties or early thirties. He is now working in a top-flight agency or in the advertising department of a large company marketing consumer package goods—possibly as a Brand Manager or a top Assistant Brand Manager. Experience in agency contact work is desirable, but not essential.

This man will become a member of the account management group in a leading Chicago advertising agency of medium size. He will be eligible immediately for the Executive Bonus and, before too long, for participation in the agency's Profit-Sharing Trust and stock ownership. He will want to talk to us first in a letter with plenty of detail, including salary requirements and if possible a snapshot.

Thanks for reading our ad. We hope we will be hearing from you—and seeing you—soon.

Box 529, Advertising Age
200 E. Illinois St., Chicago 11, Illinois

COPYWRITER
ACCOUNT EXECUTIVE
TWO FINE OPPORTUNITIES

with fast growing Chicago food agency, if you have the talent and experience.

WRITER: Five years' or more experience writing print, radio-TV. Prefer someone now employed with an agency.

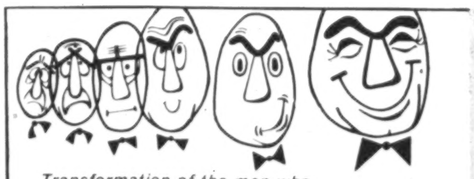
ACCOUNT EXECUTIVE: Heavy food background. Must write complete marketing plan. Must be heavy enough to handle important clients alone. Prefer person now employed.

Salary and other benefits according to merit. These two positions are additions to the organization. Our people know, so write fully. Give background, present earnings, etc.

Box 528, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.

KANSAS CITY BRANCH OFFICE

St. Louis agency is interested in opening branch office in Kansas City. Will consider purchase of/or merger with established agency or employing experienced professionals to head operation. Write Box 520, Advertising Age, 200 E. Illinois St., Chicago 11, Illinois.



Transformation of the man who entrusts his personnel problem to

Melba Oliver SPECIALIZED PERSONNEL SERVICE, INC.
Serving the MIDWEST for over 25 years.

IF ADVERTISING IS YOUR BUSINESS ...PLACING YOU IS OURS!

Melba Oliver
1229 NATIONAL CITY BANK BLDG.,
CLEVELAND 14, OHIO
PHONE: TOWER 1-6165

Dr. Pepper Invades Canada; Awards Account to K&E

DALLAS, Dec. 27—Dr. Pepper Co. today named Kenyon & Eckhardt Ltd., Toronto, to direct its Canadian advertising account.

Dr. Pepper Co. is the second major U.S. soft drink company to enter the Canadian market in recent months. Royal Crown Cola Co. started operations in Canada within the past year.

It is not known officially what the Dr. Pepper account will mean to Kenyon & Eckhardt in terms of billings, but it is reliably understood that the company is budgeting around $300,000 a year to start.

This would be substantially more, according to trade sources, than the amount being spent by Royal Crown.

■ James K. Parker, a former Dr. Pepper zone manager in the U.S., has been named Canadian franchise representative with headquarters in Toronto.

Mr. Parker will primarily be engaged in calling on "qualified" Canadian bottlers who have expressed an interest in obtaining a Dr. Pepper franchise for their areas.

John R. Markey, vp and marketing director of Kenyon & Eckhardt, will supervise the account.

Grant Advertising directs advertising for Dr. Pepper in the U.S. It is understood that Kenyon & Eckhardt landed the Canadian account because of its experience in the soft drink field. The agency handled the Pepsi-Cola account in Canada and the U.S. before it was moved to Batten, Barton, Durstine & Osborn last spring (AA, April 11).

■ Dr. Pepper is a 75-year-old U.S. company with 400 franchised bottlers. Its entry into the Canadian market, where wholesale soft drink sales are reported to be at the $155,000,000 level, followed interest expressed in the Dr. Pepper product by Canadian bottlers at the recent meeting in Detroit of the American Bottlers of Carbonated Beverages.

NESTLE CANADA GIVES K&E $50,000 ACCOUNT

TORONTO, Dec. 27—Kenyon & Eckhardt Ltd. has been named to direct advertising for Maggi's bouillon cubes, seasoning and packaged soups, all products of Nestle (Canada) Ltd. The account, estimated to involve $50,000 a year in billings but expected to grow substantially, was previously at E. W. Reynolds Ltd. When Reynolds merged with Ronalds Advertising to form Ronalds-Reynolds, the account was withdrawn from the new shop. #

Fine, Fast, Fairly Priced Photography

pics incorporated
photographers
DEARBORN 2-1062
187 NORTH LASALLE STREET CHICAGO 1 ILLINOIS

PUBLICITY COMMERCIAL
CONVENTION INDUSTRIAL

P-I RADIO

For $50, we'll address your P-I offer to 366 U.S. radio stations having confirmed interest in P-I offerings. All states represented except Alaska, Hawaii, Indiana.

Jones, Brohard & Company
2707 McKinney, Dallas 1, Texas
TAylor 7-5657

ADVERTISING REVIEW: Despite Critics, Crackdowns, Advertising Is Off Pad, Orbiting in Sizzling '60s

(Continued from Page 3)

said effective advertising was preferable to creative advertising, and that creativity got tossed around too much for relatively minor accomplishment . . . Harry Harding of Y&R, chairman of the Four A's, hit the Shell "slur" on the agency commission . . . Ralph Carson, of Carson/Roberts, Los Angeles, drew blood when he said the 15% commission system was outdated, and the agency should be paid a salary—the Western States Advertising Agencies Assn. promptly disavowed his position . . . An agency wife, "Ruth Newmar," wrote an article for AA in which she said agency work is terrible for the people and families engaged in it . . . J. Walter Thompson expected to bill $120,000,000 overseas in 1960, and McCann might reach $100,000,000 . . . Doyle Dane Bernbach opened in San Francisco . . . MacManus, John & Adams merged with Olmsted, Foley in Minneapolis . . . D'Arcy took over Armstrong, Fenton & Vinson in San Diego, where it had Convair and Breast o' Chicken tuna . . .

Media

Million Market Newspapers lost its president when William B. Carr went to jail for failure to file income tax returns, replaced him with Warner Moore and replaced Warner Moore with Joseph Chamberlain at year's end . . . There was a tremendous growth of interest in newspaper discount plans . . . Newspaper Color Advertising installed Harold H. Jaeger as president and general manager, added members . . . Russell W. Young, *Seattle Times*, elected president of NAEA . . . *American Machinist* became *American Machinist/Metalworking Manufacturing* . . . The *Cleveland Press* bought the *Cleveland News* . . . Pay television was tested in Otobicoke, Toronto suburb, and was slated for Hartford . . . Jack Paar, in an absurd hassle over a tasteless joke, quit NBC briefly, came back to his contract and $13,000,000 in billing . . . It was a rough year for outdoor, blasted by articles in *Reader's Digest* and *Harper's*, and still confronted by state legislation designed to get a bonus for restricting advertising along the new federal highways . . .

$13,000,000 in All . . .

Shell Earmarks Entire '61 Ad Push for Dailies

NEW YORK, Nov. 18—Shell Oi
Co., which last year spent $11,600,-
000 in the measured media, plan
to spend about $13,000,000—its en
tire national advertising budget—
in something like 300 daily news-
papers next year.

■ *McCall's* dropped "Togetherness," forced a swing to either a no-bleed charge or a reduced bleed charge among competitive magazines, and represented the most dramatic comeback story in the magazine business . . . United Artists bought Ziv Television Programs, pioneer syndicator . . . the Television Bureau of Advertising and newspapers haggled over the meaning of TvB's Fort Wayne tests . . . McKinsey & Co.'s post office study drew fire (it suggested that publishers were able to pass along postal increases to advertisers) . . . *Sponsor* sued AA for $4,500,000 over a study of buyer readership; G. D. Crain Jr. said the suit was welcomed as a chance to prove the study's merit . . . Magazines embarked on a testimonial campaign, through McCann-Erickson . . . KFAX, an all-news station, bowed in San Francisco . . .

■ *Saturday Review* played a major part in exposing FDA's Dr. Welch, who resigned, and when *GP*, a medical magazine, referred to *Saturday Review* as a magazine "for hire," it drew a threat of legal action and apologized . . . Ian H. MacDonald, after 19 years with Canadian Daily Newspaper Publishers Assn., resigned . . . Film producers started getting out of tape, disenchanted . . . The *Asahi Shimbun*, Tokyo, working with facsimile and offset, was able to produce an identical newspaper in Sapporo, 1,000 miles away, with a time lag of 100 minutes . . . George Allen, formerly general manager of *McCall's*, joined Meredith as assistant to the president . . . S. I. Newhouse bought 15% of the *Denver Post*, and 40% of the Springfield Newspapers in Massachusetts, and ran into formidable resistance in both areas . . . Nelson Bond, president of McGraw-Hill's publishing division, suggested at an AIA meeting that a "common" audit bureau was possible, and a chain of events ultimately brought a substantial change in ABC business paper auditing procedure . . .

A new registration for Metropolitan Broadcasting focused attention on a fast-growing communications empire, and one whose profit brought envious whistles from rival media . . . KIMN, Denver, drew FCC's first cease and desist order, for off-color material broadcast by a disc jockey who subsequently was discharged . . . *Playboy* went to 60¢ . . . Radio got set to activate a code, with Cliff Gill, of KEZY, Anaheim, Cal., as chairman . . .

■ The television code board continued to work quietly and efficiently: It managed to get the Greek statues commercial for Ban toned down considerably, and it forestalled an effort to get liquor mixes into tv—on code stations . . . Hearst's *Albany Times-Union* bought the *Knickerbocker News* . . . The *Detroit News* bought the *Times* . . .

The biggest deal in business paper publishing was McGraw-Hill's plan to acquire F. W. Dodge which seemed likely to add $25,000,000 to McG-Hill gross; a three-for-one split on McGraw-Hill stock was announced . . . FCC found that a sharp increase in tv spot volume had pushed total tv time sales beyond the $1 billion mark in 1959 . . . Minnesota Mining bought the Mutual Broadcasting System, and MBS abandoned option time . . .

■ Herb Bissell, vp of marketing for Minneapolis-Honeywell, told the ABP in Chicago that many advertising managers didn't read the business papers they advertise in, but they would like to know more about the editorial objectives of the publications. . . . Rodman Sweeny, advertising and sales promotion manager of producer goods for International General Electric, said GE tried to keep a balance between export and local publications, but of more than 40 publications GE used in 1960, less than a dozen were local business papers. . . . Business papers had an indifferent fall season, and *Industrial Marketing's* November figures were down 7.3% against November, 1959, but for 11 months of 1960 business papers were showing a slight gain in page volume, up 0.3%. . . .

National Business Publications issued "The Sourcebook of Specialized Markets," designed for easy access to sources of market data available through member companies . . . Harry L. Waddell, exec vp of McGraw-Hill, told the Boston Security Analysts Society his company's growth was attributable to getting publications started early in booming industrial fields . . . .

■ Reuben H. Donnelley Corp. bought Gillette Publishing Co., publisher of five business papers, for somewhere between $1,500,000 and $2,000,000 . . . Putman Publishing Co. resigned from National Business Publications, and dropped the Putman Awards, which it had given since 1947 to outstanding industrial advertisers . . . ABP and NBP waged a persistent campaign to take away special tax and postal privileges from publications owned by non-profit organizations. . . .

ABC Board Okays 2 New Forms for Business Papers

CHICAGO, Dec. 8—The board o
directors of Audit Bureau of Circu-
lations last night adopted by a ma
jority vote two revised forms fo
business paper publishers' stat
ments.

One of the forms—ivory in co
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lishers to report an audit of th
unpaid circulation, showing i
composition by occupational a
business breakdowns. The
form has been
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Conover-Mast told its publishers that deadlines are deadlines and must be met, and publishers who take advertising after final deadlines would be penalized "specific sums in their profit and loss statements" . . . Chilton acquired *Food Engineering* from McGraw-Hill . . . BBDO was the big winner in the ABP advertising awards . . . Humor falls flat in industrial advertising, McGraw-Hill found. . . .

■ The magazine business watched with apprehension the proceedings of the Royal Commission in Canada, which was investigating the plight of the Canadian magazine industry . . . KRON-TV, San Francisco, filed an anti-trust suit against NBC to block its four-market station swap . . . Magazine publishers signed a consent decree in the newsstand case involving payments for position . . . Outdoor Advertising Inc. released the Wilbur Smith study, developing measurements of households reached by outdoor, and hailed as revolutionary by the industry . . . The FCC voided the Miami tv station award to a National Airlines-controlled company, and announced re-evaluation of the award of WHDH, Boston, to the *Boston Herald-Traveler* . . . Magazine advertising revenue for the first six months was up 14.6% . . . Richard E. Deems became president of Hearst Magazines, later chairman of Magazine Publishers Assn. . . . *Reader's Digest* announced a new discount structure, and a circulation of 12,300,000 and a page rate of $36,250 . . . J. H. Sawyer, Sawyer-Ferguson-Walker, warned a newspaper publishers' meeting of the perils of the growing spread between national and local rates in newspapers . . .

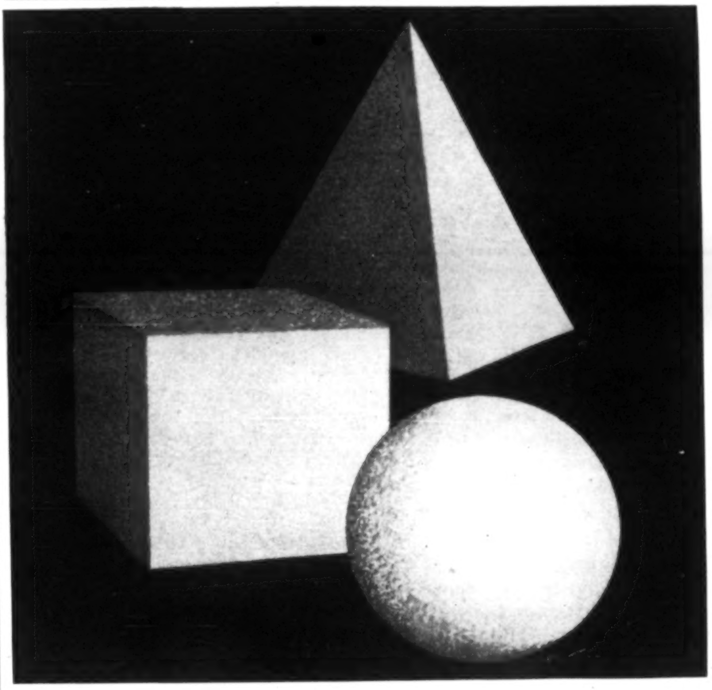
■ Jay Howard Wood succeeded the late Chesser Campbell as publisher of the *Chicago Tribune* . . . Andrew Heiskell and James Linen became chairman and president of Time Inc., with C. D. Jackson, Bernhard Auer, and Sidney James becoming publishers of *Life*, *Time* and *Sports Illustrated* . . . Station prices were up: Transcontinent paid $10,000,000 for WDAF in Kansas City; Storer agreed to buy WINS, New York, for $10,000,000—a record price for a radio station—and Metropolitan Broadcasting paid $10,250,000 for KMBC and KMBC-TV, Kansas City . . . An ANA study found newspaper rates went up 4% between 1959 and 1960, although circulations remained the same . . . *Life* announced an eastern edition . . . *The American Weekly* prepared to drop back-to-back markets . . . Alan T. Wolcott succeeded James N. Shryock as president and general manager of ABC, and ABC gave business paper members the option of an audit of their unpaid circulation . . .

Magazines were warned by Ernie Jones, MacManus, John & Adams, that regional editions and split runs might reduce their prestige . . . Earlier Charles Adams, MJA, had suggested a watchdog for direct mail . . . The FCC found radio revenues up 7.6%, profits up 15.8% . . . An AA survey of media groups indicated national advertising in nine major media would hit $4,109,050,000 . . . Five Texas dailies, called the Texas Group, combined to offer a regional package with discounts up to 20%, under the leadership of the Branham Co. . . . This move spurred reports of a competitive group . . . Later the Texas Group was augmented . . .

■ Regionals were still the new look in the magazine field: *Time* announced four regionals, effective Jan. 20; *Life* would have seven Jan. 1; *Newsweek* had an "eastern unit," *Good Housekeeping* announced a new regional . . . Oregon voters rejected a proposal which virtually would have eliminated outdoor from highways . . . Billboard made major changes in three of its publications . . . 36 business paper publishers won 46 awards for editorial excellence in *Industrial Marketing's* 22nd annual competition . . . The Southern Newspaper Publishers Assn. heard that discounts, standardization of advertising practices were needed to get more national revenue for newspapers . . . Peter Benziger, of Ridder-Johns, told AA that discounts were great but that standardization of scales and sizes was necessary; he liked C-I-D, the plan which originated with the *Louisville Courier-Journal* and *Times* and was widely adopted . . .

Popai figured that speculative presentations were a major factor in the industry's spectacular bankruptcy rate . . . The *Toronto Telegram* headed a group which was awarded the new independent tv station in Toronto . . . A new network was in the process of formation in Canada . . . There was much speculation in broadcasting circles in the U.S. over whether the FCC did indeed have an arithmetical formula for over-commercialization, and whether it was being applied in cases of stations coming up for license renewal . . .

■ At the end of the third quarter, tv spot billings were $125,012,000 and network $158,102,563 . . . The decision of Shell to concentrate in newspapers was hailed as evidence of a new trend within the newspaper industry, although David Ogilvy had told Shell that next



ANY SIZE . . .
ANY SHAPE
DISPLAY WITH
REMARKABLE
DYLITE®
FOAM PLASTIC

DYLITE expandable polystyrene is a natural for point-of-purchase displays. It can be molded to life-like figures, cut-out letters, any 3-dimensional display. It's about the least expensive material you can use . . . even giant sized reproductions won't damage your budget. DYLITE is strong, lightweight; it can be custom-molded to fit any sales promotion.

DYLITE displays are attractive and compelling. They induce customers to stop, look, and buy. They hold paint well, clean easily, resist abuse, won't chip or flake . . . you can use them over and over.

DYLITE expandable polystyrene comes in the form of tiny, sugar-like beads. When heated, these beads can expand to as much as 45 times their original size. They fuse together and form a strong, smooth plastic foam. DYLITE can be easily molded to any size, shape, color or density.

Learn how you can have more realistic, attractive, and economical displays. For a list of DYLITE custom-molders, write Koppers Company, Inc., Plastics Division, Dept. 155, Pittsburgh 19, Pennsylvania. Koppers also makes these other fine plastics: DYLAN® polyethylene, SUPER DYLAN® high-density polyethylene, and DYLENE® polystyrene.

KOPPERS
KOPPERS PLASTICS

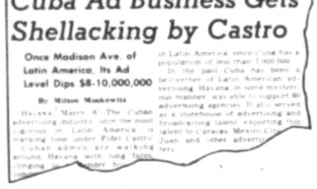
ADVERTISING REVIEW: Despite Critics, Crackdowns, Advertising Is Off Pad, Orbiting in Sizzling '60s

year the concentration might be in another medium . . . Media were encouraged to participate in the Four A's-ANA interchange for improvement of advertising copy . . . Westinghouse bought KLAC, Los Angeles, for $4,250,000 . . . Stanley Clague announced his retirement from Modern Hospital Publishing Co. . . . The Magazine Advertising Bureau's attitudinal study laid stress on the realistic mood of magazine readers . . .

True decided to cancel its Canadian edition . . . The National Assn. of Broadcasters elected Gov. Leroy Collins as president to succeed the late Harold E. Fellows, and warned members they might expect FCC investigation if they carried 1,000 or more spot announcements in a composite week . . . Newspapers carried 18% more color linage in 1960 . . . NBC shifted its advertising account from Grey to McCann-Erickson . . . Oliver M. Treyz was generally conceded to have done an outstanding job in getting ABC into solid contention in a three-network race . . .

International

The Cuban advertising industry, once the most vigorous in Latin America, came under the heel of the Castro government. With imports from the U.S. down to a trickle, product advertising contracted, and agencies in Havana either closed or went to work for the government, a major advertiser. McCann-Erickson's big office was nationalized, along with those of other U.S. companies. Mariono Guastella, head of Cuba's biggest agency, fled to Madrid, and established an agency there. Other Cuban admen went to South and Central America, Mexico and the U.S. Two of Cuba's leading publications, *Bohemia* and *Vanidades*, were taken over, and the proprietors began publishing new editions from New York . . .



Cuba Ad Business Gets Shellacking by Castro

Once Madison Ave. of Latin America, Its Ad Level Dips $8-10,000,000

Compton Advertising entered the international field by acquiring an interest in S. T. Garland, London, with which it had Procter & Gamble as a common client . . . Benton & Bowles, another P&G agency, made reciprocal arrangements with P&G agencies in Australia, Italy and New Zealand . . . The International Advertising Assn., now reconstituted, had 12 local chapters around the world . . . Fuller & Smith & Ross started an international department . . . J. Walter Thompson opened in Vienna . . . McCann was eyeing Japan and India . . .

■ Expenditures in the industrially advanced parts of the world continued to move upward. More and more advertisers moved abroad, and agencies followed them . . . Expenditures in international publications mounted: Time Inc. closed the year with international ad revenues just short of $20,000,000, and was at work building its own office in Paris, and had plans for a European *Life International* in 1961 . . . The *New York Times* made publishing history by launching an international edition produced in Paris simultaneously with the U.S. edition by means of teletypesetting . . .

Latin American admen convened for the first time in Caracas in a conference sponsored by a local chapter of IAA; toward the end of the year there was another such meeting in Lima, at which was formed the Latin American Advertising Confederation . . . Similarly, there was formed a European Assn. of Advertising Agencies in Europe . . .

Image

The year 1960 was a year when advertising's image was distorted, maligned, stuck full of pins and burned in effigy. The odd part of the process was that much was done by advertising men themselves, that some of the most thoughtful believed that even more was necessary, and that astonishing little evidence existed to support the view that the public attached more than casual significance to what was bothering the advertising business so greatly.

It was a year when the advertising business was pilloried before a national television audience by various politicians. It was a year when Arthur M. Schlesinger elaborated on a speech, turned out a booklet called "The Big Decision: Private Indulgence or National Power," and let the Democratic Advisory Council have it for private distribution; it was destined to become a surprisingly well-circulated document, although the council disavowed it, and Schlesinger's advocacy of a tax on advertising (which he claimed was casual) did not appear in the Democratic platform, and Sen. John F. Kennedy specifically denied advocating it.

■ James W. Young, who surely must come as close to being an elder statesman of advertising as anyone around, came out for more public and competent criticism of advertising like that given to art, music and drama. . . . E. A. (Bud) Schirmer, of Campbell-Ewald, thought advertising ought to have a Hall of Infamy . . . Walter Weir, Donahue & Coe, thought an Audit Bureau of Criticism was in order.

The Four A's and the ANA combined in the interchange, and the new deal seemed to promise more results than the old, since (1) the client was now involved and (2) the Four A's was saying softly that agencies which failed to take action would get out of the association, and the inclusion of media as sources of criticism for the exchange seemed to be a good omen . . .

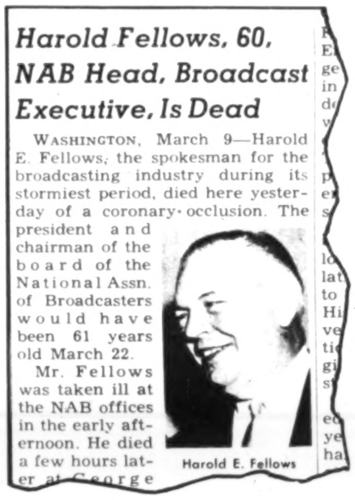
■ In Canada, Assn. of Canadian Advertisers head J. J. McGill of Imperial Tobacco suggested an industry board to police Canadian advertising, and the Canadian Assn. of Advertising Agencies endorsed the idea.

The Optical Mfrs. Assn. wanted to be sure whether any agency applying to handle its $750,000 account had been involved with the FTC. Doherty, Clifford, Steers & Shenfield got the account . . . Sears' Charles H. Kellstadt told newspaper publishers that the accuracy of their advertising ought to equal the accuracy of their editorial columns . . . Alfred Politz ridiculed image studies in a lighthearted speech to the American Marketing Assn. chapter in New York. In any case, "image" may well have been the most overworked word of the year.

Obituaries

Died during the year:

Charles W. D. Hanson, 48, advertising manager of *Life*, from cancer . . . George A. Bunting, 89, founder of Noxzema, who put $25,000 initially into advertising, saw it grow to more than $4,000,000 a year . . . Lansing Shield, 63, president of Grand Union Co., supermarket pioneer . . . Miller McClintock, 65, traffic consultant, researcher and onetime president (1942-44) of Mutual Broadcasting System . . . John P. Roche, 70, retired founder of Roche, Rickerd & Cleary . . . William G. Power, former advertising manager of Chevrolet, just after retirement . . . Stanley A. Knisely, 67, former exec vp of Associated Business Publications and ad manager of Republic Steel Co. . . . DeWitt Clough, 80, former chairman and once vp of advertising of Abbott Laboratories, who started "What's New" . . . Richard C. Harrison, 78, who originated Psyche for White Rock . . .



Harold Fellows, 60, NAB Head, Broadcast Executive, Is Dead

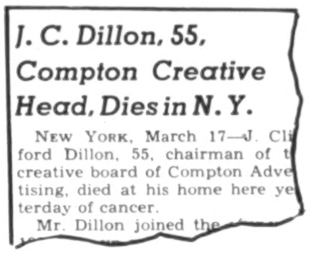
WASHINGTON, March 9—Harold E. Fellows, the spokesman for the broadcasting industry during its stormiest period, died here yesterday of a coronary occlusion. The president and chairman of the board of the National Assn. of Broadcasters would have been 61 years old March 22.

Mr. Fellows was taken ill at the NAB offices in the early afternoon. He died a few hours later at George

Harold E. Fellows

■ Benjamin Eshleman, 75, Philadelphia agency pioneer . . . Atla Ruth Hahn, 58, editorial vp for *Sales Management*, from cancer . . . Paul Huey, 59, vp and ad director of *Progressive Farmer*, in Barbados on vacation . . . Eugene W. Castle, 62, founder of Castle Films, and vehement foe of U.S. information techniques abroad . . . Nicholas F. Loundagin, 52, retired West Coast advertising director for *Newsweek* . . . Adriano Olivetti, 58, president of Olivetti Typewriter Co., and patron of good design and stylized advertising . . . Harold Fellows, 60, president of NAB since 1951 . . . Norman Geare, 67, retired president of Geare-Marston, Philadelphia . . . Sen. Richard L. Neuberger, 47, magazine writer who went into politics, bitter critic of the outdoor advertising business . . .

J. Clifford Dillon, 55, creative head of Compton . . . Max M. Levand, 67, president and general manager of the *Wichita Beacon* . . . Charles E. J. Clifford, 59, Kastor, Hilton creative chief . . . Walter Paepcke, 63, chairman of Container Corp., who liked art in advertising . . . Paul B. West, 67, president of ANA, and "Mr. Advertiser" to much of the industry . . .



J. C. Dillon, 55, Compton Creative Head, Dies in N. Y.

NEW YORK, March 17—J. Clif ford Dillon, 55, chairman of t creative board of Compton Adve tising, died at his home here ye terday of cancer.

Mr. Dillon joined the

■ Ralph G. White, 54, vp and account supervisor of Russell T. Gray, once promotion manager for *Industrial Marketing* . . . Ted R. Gamble, 54, president of Mt. Hood Radio & Television Broadcasting, and once national director of the Treasury's war finance division . . .

Irving Hexter, 62, founder and president of Industrial Publishing Corp., Cleveland . . . Homer Buckley, 81, chairman of Robertson, Buckley & Gotsch, Chicago, and a direct mail pioneer . . . Clyde Benham, 73, national advertising manager of the *Chicago Tribune* from 1928 to 1948 . . . W. A. Silbersack, president of American Home Products Corp. . . . Paul Barrett, 75, retired, veteran (48 years) ad director of International Correspondence Schools, Scranton . . . Francis G. Carter, 47, president of Reynolds Tobacco . . . Chesser Campbell, 62, publisher of the *Chicago Tribune* . . . Ely Landis, 47, circulation manager of *TV Guide* . . . Herbert A. Kent, 73, retired chairman of

LAND OF GIANTS!

Sales Giants, that is . . .

This describes, in a phrase, the Independent Standard Metropolitan Area of San Bernardino and Riverside Counties, California's 4th largest market, and the 29th largest market in the United States! A booming community of *proven buyers!* . . . whose Effective Buying Income last year exceeded $1.4 BILLION! An exploding community whose population increase in the last decade has been 12th largest, numerically, in the Nation! In gasoline sales, 18th in the U. S.! The land of America's most glamorous resorts, center of industry, mining and military establishments. If you're not getting your share of this fabulous market, there's only one way to reach it! Through the two newspapers which saturate it with unduplicated coverage and which have helped make Metropolitan San Bernardino-Riverside the LAND OF SALES GIANTS!

Source:
1960 Survey of Buying Power

RIVERSIDE
PRESS-ENTERPRISE
Represented Nationally by
Newspaper Marketing Associates.

SAN BERNARDINO
SUN-TELEGRAM
Represented Nationally by
Cresmer and Woodward Inc.

Now . . . BUY A KING SIZE MARKET!
TWO SEPARATE NEWSPAPERS
ONE LOW RATE BUYS BOTH

MORE—MORE—MORE—for
EL PASO
FINAL CENSUS FIGURES
276,687
INCREASE OF 112.3% OVER 1950
The FIFTH BIG CITY of TEXAS
The El Paso Times
Morning and Sunday
El Paso Herald-Post
Evening
COMBINED CIRCULATION 105,699
EL PASO . . . CAPITAL CITY OF THE FABULOUS SOUTHWEST

The Elkhart Truth
Elkhart, Ind.
Announces
A DISCOUNT PLAN
for national
advertisers
who want a
PROSPEROUS
MARKET
$7,778 CSI Per Household
Discounts of 3%
to 18% on
annual basis
10 to 50 insertions,
300 lines to full page
Full details to be
announced soon
THE
ELKHART TRUTH
Represented by
Johnson, Kent, Gavin & Sinding, Inc.

P. Lorillard, for whom Kents were named . . . Edward W. Reynolds, 78, head of the Toronto agency bearing his name . . .

■ Lloyd Maxwell, 81, chairman of Roche, Rickerd, often called the "dean of Chicago admen" . . . Sewell Avery, 86, once head of Montgomery Ward & Co. . . . H. Leslie Atlass, 65, radio pioneer and former boss of WBBM and CBS in Chicago . . . W.B. (Doc) Geissinger, 64, ex-BBDO, and head of W. B. Geissinger & Co., Los Angeles . . . Arthur C. Kyle Sr., 78, president of Syracuse Broadcasting Corp. . . . Harry Dunlap, 62, publisher of *Good Housekeeping* . . .

■ George Wiswell, 66, co-founder of Chambers & Wiswell, Boston . . . Frederic Schneller, 54, merchandising vp at D'Arcy Advertising Co. . . . Vincent Riggio, 82, retired president of American Tobacco Co. . . . James D. Webb, 52, president of C. J. LaRoche & Co. . . . A. R. (Pat) McGinniss, 63, board chairman of Klau-Van Pietersom-Dunlap . . . Walter Dorwin Teague, 76, pioneer designer . . . Austin Scannell, 62, 17 years in BBDO's public relations department in New York . . . Kenath T. Sponsel, veteran agency man, formerly with Blackett-Sample-Hummert and Foote, Cone & Belding . . .

■ Harry C. Phibbs, 75, president of the Chicago agency and a pioneer in drug advertising . . . Jack D. Tarcher, 64, veteran agency man, vp of Doyle Dane Bernbach at his death, who handled the Benrus watch account for years . . . Frederick Kugel, 45, editor and publisher of *Television Magazine* . . . Stuart Chambers, 72, retired treasurer of the *St. Louis Post-Dispatch* . . . Kingsley Rice, 61, president of Technical Publishing Co. Barrington, Ill., . . . W. Lansing Chapman, 72, co-founder of *Medical Economics* and moving force in the organization of National Business Publications . . . Irwin A. Olian, 52, president of Olian & Bronner, St. Louis . . . Val S. Bauman, 50, vp of national advertising and merchandising for National Tea Co., Chicago, in a boating accident . . . . P. P. Willis, 74, aviation pioneer, onetime vp of Ruthrauff & Ryan and ad director of American Airlines, plaintiff in an historic suit vs. R&R over a contract which guaranteed him commissions on the American Airlines account, a suit he ultimately lost . . . Frederick Tredway, 67, for many years advertising manager of Southern Pacific . . . #

Advertising Council Reports $182,000,000 Ad Contribution in '60

NEW YORK, Dec. 27—In 1960, almost $182,000,000 worth of advertising was contributed to the public service campaigns of the Advertising Council, its annual report said.

Its 1959-'60 campaigns involved 26 volunteer task forces including almost 200 men and women from 19 advertising agencies, the council said.

Copies of the report are available from the council, 25 W. 45th St., New York 36. #

AFA Picks Atlanta for '63

The board of directors of the Advertising Federation of America has voted to hold the 1963 AFA convention in Atlanta and the 1964 conclave in St. Louis. The 1961 meeting will be May 27-31 in Washington. Denver will be the site of the 1962 convention, June 24-27.

Woolard Named Exec VP

Paul P. Woolard, vp of marketing of Prince Matchabelli Inc., subsidiary of Chesebrough-Pond's, has been named exec vp and a director of the subsidiary.

Goulding Peters Elliott

NEW LEASE ON AIR—*Bob Elliott and Ray Goulding are briefed on the Candettes by William H. Peters, Pfizer Labs ad manager.*

Bob & Ray Enter Less Sudsy Milieu in Ads for Candettes

NEW YORK, Dec. 29—Bob Elliott and Ray Goulding may be fading (AA, Dec. 12) as the radio-tv commercial spokesmen for Piel Bros. beer, but their voices are being heard on radio in five top markets, extolling the virtues of Candettes antibiotic troches, proprietary product for the relief of sore throat.

The commercials featuring the comic pair represent the first time the Pfizer Labs., division of Chas. Pfizer & Co., has used humor in its radio advertising to promote Candettes. The Bob and Ray spots are being run on 19 radio stations in New York, Chicago, Detroit, Philadelphia and Los Angeles from December to March. The schedule includes 50 spots per week per market. Spots are run between 6 and 10 a.m. and 3 to 7 p.m.

■ In the series are five one-minute announcements and two 30-second spots. One of the commercials has Ray portraying Paul Revere with a sore throat. After Bob passes him a Candette, the commercial continues:

Ray: "Hey, talk about ye prompt relief, wait 'til I spread the news."

Bob: "You mean you're going to ride off knocking on doors and shouting, 'The Candettes are coming'?"

Ray: "No, that would be commercializing an historic ride and I won't hear of it. Good-bye." As he rides off, he says, "The British are coming, and if they have sore throats, nobody tell them about Candettes antibiotic troches. Remember that name—Can—" . . . the voice fades.

In another minute spot, Ray takes the part of a yodeler with a sore throat. After Bob gives him a Candette, he starts yodeling. It continues:

Bob: "I guess you're still afraid to use your full voice actually yodeling."

Ray: "That is my full voice, and that's how I yodel. I don't tell you how to announce commercials, do I?"

■ Before the radio campaign got under way, Pfizer sent druggists in the five metropolitan areas a 33⅓ rpm record announcing the radio effort.

On one side Bob and Ray introduced themselves as the winter spokesmen for Candettes. The flip side contained five commercials.

Leo Burnett Co., Chicago, handled the campaign. #

Cone Questions Relation of Auto Ads to Auto Sales

CHICAGO, Dec. 29—Auto advertising may have "very little to do with auto sales," according to Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding.

In his year-end statement to employes, Mr. Cone said the car may be "only making each year's new models recognizable before the public begins to see them on the street. This, incidentally, is no small feat," he added, "what with the copying, line for line. The automobile makers invariably adopt the worst of their competitors' features."

He said autos are in a category where products lack "any but obvious differences," and that within each price group "the battle of superlatives creates a din in which a single voice is rarely heard and almost no advertising stands out. "Volkswagen is the only exception."

■ Mr. Cone made reference to a *New Yorker* story on the failure of the Edsel auto (which was a Foote. Cone account) as giving "a straight answer to a point that is argued at length in the writings of Vance Packard, J. H. Galbraith, Arthur Schlesinger Jr., etc., who hold that the public is subject to endless, evil manipulation by advertisers.

"The fact is, and nothing proves it better than the unhappy story of the Edsel, that the public makes its own decisions and it makes them on its own personal appraisals of what is offered." #

Akron Ordinance Banning Outdoor Advertising Dies

An emergency ordinance, which would have prohibited the erection of outdoor advertising near the new Akron Expressway, has died in a committee of the Akron, O., city council. The proposed legislation would have stopped the erection of outdoor advertising at an expressway exit on the ground that it would be a "sight hazard."

'Chicago Medicine' to Bow

The Chicago Medical Society will revise the name and format of its *Chicago Medical Society Bulletin*, effective with the Jan. 7 issue. The new magazine will be called *Chicago Medicine* and will feature articles of medical interest originating in Chicago and will list all medical scientific meetings and conventions held in Chicago.

Daytime Spot Radio Rates Rise by 4% in Year, Katz Finds

NEW YORK, Dec. 29—Spot radio rates on leading stations showed a slight increase in 1960 over 1959, with daytime accounting for most of the rise, it was revealed in the fourth edition of the Katz Agency's "Spot Radio Budget Estimator."

Daytime rates in 1960 for the 150 major markets tabulated in the booklet showed a 4% increase over 1959, while nighttime rates went up only 0.2% during the same period.

The Katz brochure is designed for quick estimates of spot radio budgets and is not intended to take the place of individual station rate cards for determining specific rates. The summary shows a cost-per-announcement for each of the 150 markets, based on a weekday schedule of 12 one-minute announcements per week for 13 weeks in three time classifications: Traffic time (early morning and late afternoon), daytime other than traffic time, and evening.

■ Also included is a formula for estimating the cost of 12 or 24 announcements per week on schedules of 1, 6, 13, 26, 39 and 52 weeks. Costs are based on the one station per market with the largest daytime weekly audience and therefore tend to reflect the highest cost station. Rates are based on November, 1960, Standard Rate & Data Service data and reflect package plans where available. #

Chun King Ad Had Run Course When Sought for Audition

DULUTH, Dec. 29—One of Chun King Corp.'s humorous radio commercials, which included an implication that much advertising is dishonest, has come under scrutiny of the Assn. of National Advertisers-American Assn. of Advertising Agencies Committee for Improvement of Advertising Content.

The commercial had reportedly run its three-week course just as the committee, in response to complaints, had asked Batten, Barton, Durstine & Osborn for a copy of the commercial for review.

The committee, headed by Richard L. Scheidker of the Four A's, said its work is confidential and would not say if it had reviewed the radio spot.

■ The commercial, one of a series for radio and tv produced by Stan Freberg, Hollywood producer, concerns a voice which interrupts an exaggerated claim for Chun King chow mein, and says: "Let's have a little truth in advertising for a change" (AA, Nov. 14).

Bobb Chaney, head of the BBDO office in Minneapolis, said he received Mr. Scheidker's letter just a few days before the spot was due to be replaced by a new commercial on Nov. 18. Mr. Chaney said he complied with the request for the script, plus information on where and when the commercial was used.

The commercial was succeeded by one with a new theme Nov. 18 as previously planned. It was not pulled off because of the committee query, Mr. Chaney said. He added that he has not heard from the committee since the original letter.

■ Mr. Freberg told AA he did not believe the ad did a disservice to advertising. "When advertising can no longer laugh at itself, it's in bad shape," he said. "And," he added, "there *is* a lot of deceit in advertising. If the chow mein fits, wear it." #

Smith, Kline Set to Publish Own Monthly in March

Cut in Journal Spending Won't Be Permanent, Drug Company Says

PHILADELPHIA, Dec. 28—Smith, Kline & French Laboratories has confirmed that it will issue its own monthly, some time toward the end of March.

The publication (AA, Dec. 26) will be produced by Burdick & Becker, New York, according to William Pilling, SK&F's manager of general promotion, who will act as liaison between the company and the agency.

Although "Consultations" is one of the names being considered for the house organ, it has not been chosen definitely, Mr. Pilling said. ~~The position~~ of Doremus-Eshleman Co. as the company's agency is not affected.

SK&F will "slightly" reduce the amount of medical journal advertising and direct mail to offset the initial cost of publication of the magazine this year. This curtailment, however, is not permanent, the company said.

■ "We have not lost faith in advertising in medical journals," Mr. Pilling stressed. Neither is the new publication an outgrowth of the new regulations of the Food & Drug Administration governing promotion of ethical drugs, he said.

Mr. Pilling said SK&F began considering publication of the magazine about six months ago and decided that it would be an excellent "service-oriented selling" addition to its advertising promotion program.

The publication, with an initial run of about 100,000, will be mailed to doctors. It will contain "easy-to-read, down-to-earth" articles on medical subjects. Size will be roughly 6x9".

SK&F products advertising in the house organ—which falls under the mailing piece category—will give complete information about the product, as required by the new FDA rules. Other SK&F advertising in medical journals will not describe the products so completely.

■ Mr. Pilling said he does not think it unusual for the company to put out its own publication on the heels of the cancelation of their own newspapers by other pharmaceutical houses. He said these publications were newspapers, whereas SK&F's will be a different type of publication, with a different approach. This is the first such venture for SK&F. #

Seagram Will Sell Direct to Retailers in New York

Starting Jan. 3, the House of Seagram will offer to sell direct to retailers in metropolitan New York. The move is a counter to a recent decision by New York wholesalers to eliminate the traditional 1% discount to retailers for cash payment within 10 days. The company's own list prices to retailers now will include the discount. Seagram said the move was not intended to eliminate the wholesaler, and for the present the company plans to sell only by telephone and mail.

Garner to Lambert & Feasley

Stewart Garner, formerly film production supervisor with D'Arcy Advertising Co., has joined Lambert & Feasley, New York, as tv production supervisor on the Listerine account.

This Week in Washington . . .

Kintner Made FTC Effective Without Treading on Advertisers' Rights

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 28—As the new session of Congress unfolds, admen will undoubtedly be hearing more about the proposal advanced by James M. Landis this week to arm the Federal Trade Commission with power to issue "interlocutory cease and desist orders."

While the tide of anti-advertising feeling has certainly subsided from the level it reached during the "payola" investigations early in the year, there are highly articulate senators who feel that the government's equipment for dealing with deceptive ads—particularly where health claims are involved—hasn't kept up with the ability of admen to develop new techniques.

Pressure is rising for the Food & Drug Administration to get deeper into the policing of food, drug and cosmetic promotions. Mr. Landis prefers to centralize all advertising activity in FTC. But he says this shouldn't be done until FTC has legal power to measure up to the challenge.

▪ In his report to the President-elect, Mr. Landis contends FTC's cumbersome hearing procedures "emasculate" its ability to deal "with the spate of deceptive advertising that floods our newspapers, our periodicals and our airwaves." If we are interested in minimizing false and deceptive ads, more effective sanctions are needed, he says. The interlocutory cease and desist order—appealable to court—would stop the ad promptly. "Absent such a remedy," he observes, "years can elapse before any action is taken and then the only penalty is an order to cease and desist."

The interlocutory cease and desist order idea is not new. During the past year, several congressmen have sponsored bills giving FTC power to issue temporary cease and desist orders. The House small business committee continues to drum up interest in these bills, and there have been predictions that they will get serious consideration in the new Congress.

In some respects, the move to give FDA more say in the advertising of foods, drugs and cosmetics is an even more immediate possibility. There are a number of court decisions which enable FDA to file "deceptive labeling" charges where the ads promise something that is not covered by the label. A simple ruling by the Attorney General could clear the way for more of the food, drug and cosmetic advertising controversies to be handled at FDA as a form of deceptive labeling.

▪ For the advertiser, the interlocutory cease and desist order would make quite a difference. Under present arrangement, an ad runs until conclusively proven false. With an interlocutory cease and desist order FTC need only make a *prima facie* case. On the basis of such a showing, it could freeze the ad campaign indefinitely, while the cumbersome process of taking evidence and reaching a final decision unfolds.

FTC Chairman Earl Kintner—whose days in government seem to be numbered—has not regarded tougher laws as the big need at FTC. By any standard, he has been the most effective chairman in the commission's history. A report on how to get an effective FTC might easily start with the recommendation: Keep Earl Kintner in his job.

During 1960, Earl Kintner shook the barnacles off of FTC and made it one of the most exciting agencies in the government. He did this with the same laws that were on the statute books for 25 years. For the most part he avoided any unpardonable infringement on the rights of the people his agency regulated.

▪ "Good men," says Mr. Landis in his report to the President-elect, "can make poor laws workable; poor men will wreak havoc with good laws." This certainly has been the lesson at FTC during the past year, and it might have been appropriate if the Landis report had developed this fact even more.

With aggressive leadership at the top, FTC's staff responded to the challenge. New investigating techniques were introduced to get an industrywide "fix" on questionable situations, and new settlement techniques were developed to achieve voluntary improvement on a mass scale.

The ad world responded to the challenge to get its house in order. Even the courts seem to have new respect for the commission when its cases come up for review.

▪ During 1960, FTC issued five times as many complaints as it did in the entire 1948-52 period combined, with only 20% more people on its staff. It issued exactly the same percentage of anti-monopoly cases—the toughest kind—so there is no hocus pocus in these statistics.

Delay is the big problem at FTC, and Kintner says the only answer to this is more money and manpower. In 1960, the commission received nearly 6,000 "applications for complaint" compared with 4,400 in the preceding year. Each potential case had to be evaluated and investigated. Each of the 503 complaints issued in the year had to be "prosecuted" by the legal staff and decided one way or another by one of the 14 hearing examiners.

▪ To do the job properly, Kintner says FTC needs a 50% boost in budget, about $5,000,000 more. But there are no signs that it will be getting anything near this, at least from the Eisenhower administration.

One way FTC makes ends meet is to settle more cases by consent. Of the 345 cases settled in 1960, 285 were by consent (including 52 anti-monopoly cases). There were 58 contested cases—cases that went through the whole administrative procedure, of which 51 were advertising cases.

▪ At the commission level, the effort to avoid delay has produced spectacular results. Cases are decided within weeks after they have been briefed and argued. Concurrently, there are only six cases pending that have been argued more than six months—and in each instance it is because they are awaiting action on related cases pending before courts or hearing examiners.

Even at the hearing level, the commission has managed to cut the lag in handling cases. In mid-1960, it had 255 cases pending in the anti-deceptive (advertising) field. Less than 10% were 24 months old, compared with 43% in 1952.

▪ The big argument for "interlocutory cease and desist" orders is that they are needed to prevent an advertiser from abusing the due process privilege which he enjoys under our system of jurisprudence.

Anyone who has worked at FTC for any length of time can recall some culprit who milked due process to the full. By the same token, they can cite cases where the commission lodged a complaint and ultimately dismissed it.

If Congress considers broader authority for FTC to stop ad campaigns with interlocutory cease and desist orders, the ground rules need to be clearly stated. Even if an adman wins, how could he be made whole if his ads were stopped for months—even years—of litigating?

▪ Talk of new interlocutory cease and desist power for FTC may also imply broader power to proceed against ads that—under existing standards—are not legally deceptive.

While it is common practice to talk about the "spate" of misleading ads that flood our press and airwaves, a review of FTC's docket suggests that a lot of these ads—if they exist—must be beyond the government's reach for one reason or another.

Some are untouchable because of jurisdictional problems—and this is something Congress may eventually be asked to correct. Others simply are not "misleading" in a legal sense, although they may involve bad taste, or they may "dance on the edge of the law."

▪ Since 1958, FTC has had power to get court injunctions against ads in the food, drug and cosmetic field if there is a serious threat to the public. This authority has seldom been used.

Partly this is because the amount of evidence needed to induce a court to support an injunction has proven so demanding that the commission has thrown up its hands in despair.

On the other hand there have been relatively few instances where ads were so incendiary that FTC felt justified in using so sharp a weapon. #

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CORVAIR
FALCON
F-85
LANCER
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If you're confused about compacts, you're not alone!
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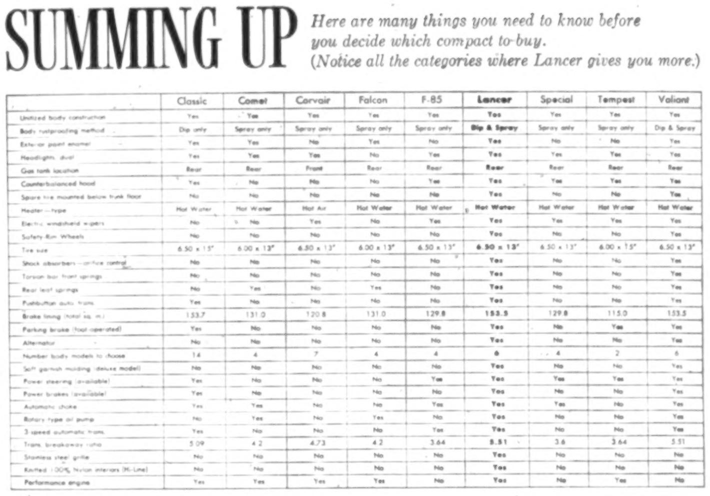

SUMMING UP *Here are many things you need to know before you decide which compact to buy. (Notice all the categories where Lancer gives you more.)*

	Classic	Comet	Corvair	Falcon	F-85	Lancer	Special	Tempest	Valiant
Unitized body construction	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Body rustproofing method	Dip only	Spray only	Spray only	Spray only	Spray only	Dip & Spray	Spray only	Spray only	Dip & Spray
Exterior paint enamel	Yes	Yes	No	Yes	No	Yes	No	No	Yes
Headlights, dual	Yes	Yes	Yes	No	Yes	Yes	Yes	Yes	Yes
Gas tank location	Rear	Rear	Front	Rear	Rear	Rear	Rear	Rear	Rear
Counterbalanced hood	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes
Spare tire mounted below trunk floor	No	No	No	No	No	Yes	No	No	Yes
Heater—type	Hot Water	Hot Water	Hot Air	Hot Water	Hot Water	Hot Water	Hot Water	Hot Water	Hot Water
Electric windshield wipers	No	No	Yes	No	Yes	Yes	Yes	Yes	Yes
Safety-Rim Wheels	No	No	No	No	No	Yes	No	No	Yes
Tire size	6.50 x 15"	6.00 x 13"	6.50 x 13"	6.00 x 13"	6.50 x 13"	6.50 x 13"	6.50 x 13"	6.00 x 15"	6.50 x 13"
Shock absorbers—orifice control	No	No	No	No	No	Yes	No	No	Yes
Torsion bar front springs	No	No	No	No	No	Yes	No	No	Yes
Rear leaf springs	No	Yes	No	Yes	No	Yes	No	No	Yes
Pushbutton auto. trans.	Yes	No	No	No	No	Yes	No	No	Yes
Brake lining (total sq. in.)	153.7	131.0	120.8	131.0	129.8	153.5	129.8	115.0	153.5
Parking brake (foot-operated)	Yes	No	No	No	No	Yes	No	Yes	Yes
Alternator	No	No	No	No	No	Yes	No	No	Yes
Number body models to choose	14	4	7	4	4	6	4	2	6
Soft garnish molding (deluxe model)	No	No	No	No	No	Yes	No	No	Yes
Power steering (available)	Yes	No	No	No	Yes	Yes	Yes	Yes	Yes
Power brakes (available)	Yes	No	No	No	No	Yes	No	No	Yes
Automatic choke	Yes	Yes	No	No	Yes	Yes	Yes	No	Yes
Rotary type oil pump	No	Yes	No	Yes	No	Yes	No	No	Yes
3 speed automatic trans.	Yes	No	No	No	Yes	Yes	No	No	Yes
Trans. breakaway ratio	5.09	4.2	4.73	4.2	3.64	5.51	3.6	3.64	5.51
Stainless steel grille	No	No	No	No	No	Yes	No	No	No
Knitted 100% Nylon interiors (Hi-Line)	No	No	No	No	No	Yes	No	No	No
Performance engine	Yes	Yes	Yes	Yes	No	Yes	No	Yes	No

FACTS—Dodge division of Chrysler Corp. compares all nine U. S.-made compacts in its tabloid-size 12-page newspaper, "Facts 'n Compacts," which it is issuing as a supplement in suburban newspapers in Detroit and Minneapolis (AA, Dec, 26). The rest of the 1,000,000 copies will be distributed through Dodge Lancer dealers. The b&w newspaper can be used as a direct mail piece.

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A dash of this, a soupçon of that, a smidgin of whatchamacallit! As with a gourmet's delight, a well-organized sales promotion campaign is usually made up of many different ingredients: direct mail, easel presentations, exhibits, sales and training kits, test marketing aids, brochures, film strips and slides. All expertly prepared and coordinated, all available — **instantly** — at RAPID ART!

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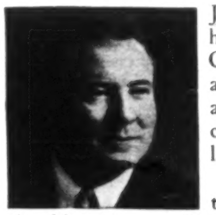

MARKETING NEW BUILDING SYSTEM
by Davis Snow, Director, Public Relations, Ellington & Co.

John Kemp is a brilliant young home builder operating in Chatanooga. Several years ago to cut his costs he devised a system for partial prefabrication of houses at the lumberyard.

The key to the "Kemp System" is a method of transferring blueprint specifications to pattern strips which are laid out on a 175-foot-long table. From there on, unskilled labor can assemble exterior and interior walls of a house much faster and with much greater precision than skilled carpenters on the site.

Last year Kemp approached Ellington & Company to develop a plan for selling Kemp System franchises to lumber yards.

Here's what we did:

1. We prepared a basic brochure explaining the system along with other collateral printed pieces.
2. We gave a business and trade press party in New York and received excellent coverage.
3. We then mailed the brochure and copies of the press clipping to the secretaries of 35 regional lumber dealers associations and set up presentations regarding the system.
4. We set up and manned a booth at the National Retail Lumber Dealers Association show in San Francisco where a film was shown every hour to responsive audiences.

Results to date are highly encouraging.

Assuming major marketing responsibility and implementing it with promotion, publicity and advertising is characteristic of the Ellington approach.

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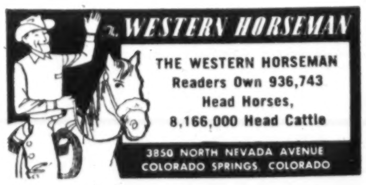


THE WESTERN HORSEMAN
Readers Own 936,743
Head Horses,
8,166,000 Head Cattle
3850 NORTH NEVADA AVENUE
COLORADO SPRINGS, COLORADO

HAPPY OLD YEAR

1960

It began happy -- it closed even happier: LIFE's year-end double issue reached a record circulation of an estimated 7,250,000 copies. This marks the sixth straight year LIFE's year-end issue has outsold the previous year-end issue. And the sixth straight time that the year-end issue outsold any other issue of the year.

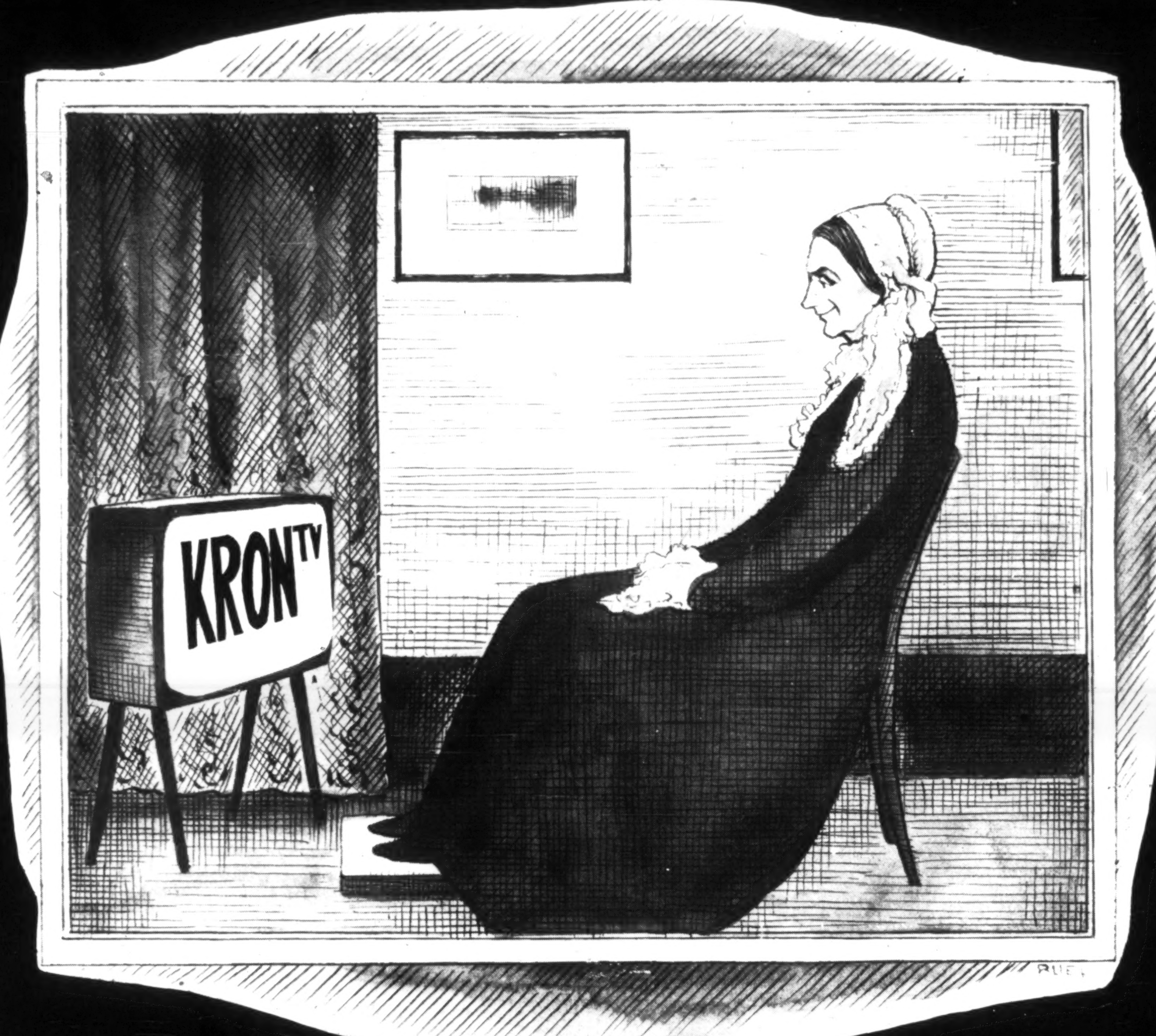
For the past eight weeks LIFE's healthy circulation has been averaging an estimated 6,950,000 -- the largest of any general weekly magazine in America and 300,000 more than last year's equivalent issues.

Advertisers have invested $138,700,000 for selling in LIFE in 1960. We estimate that this is $79,700,000 more than in Look, $33,700,000 more than in The Saturday Evening Post. LIFE has led all publications in ad revenue for the nineteenth straight year!

We hope that 1960 was as good to you -- and

HAPPY NEW YEAR 1961 LIFE

KRON is TV in SF



San Franciscans are sold on KRON-TV

KRON/TV HAS MORE TV NON-NETWORK ADVERTISERS THAN OTHER S.F. STATIONS
(BAR Report, Nov 1960)

• S.F. CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD •

SEAL OF GOOD PRACTICE